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# BROADCASTING

## The Weekly Newsmagazine of Radio
## Broadcast Advertising

15c the Copy $5.00 the Year
Canadian & Foreign $6.00 the Year

MARCH 9, 1942
Published every Monday, 53rd issue (Yearbook Number) Published in February

Vol. 22 • No. 10
WASHINGTON, D. C.

You know, Tom—I heard an agencyman say the other day that he has found material from the WOR Continuing Study of Radio Listening of particular value to his agency and its accounts in times such as these.

Nothing surprising about that, Tim. You see, The WOR Continuing Study tells you what your program is, or is not, doing in terms of *people*. It tells you *who* the people are; *how many* there are, and *where* they are.

**for instance**

Do you know that one New York afternoon news period—now available for sale—is listened to in 45,000 more homes than any other news broadcast on the air during that period of the day? WOR can tell you who these people are, whether they're the people you should be reaching, and why. Our address is 1440 Broadway, in New York.

**WOR**

*—does more because it's got more*

HELEN JOYCE has been a friend of WLS listeners for 9 years . . . now helps present "Feature Foods."

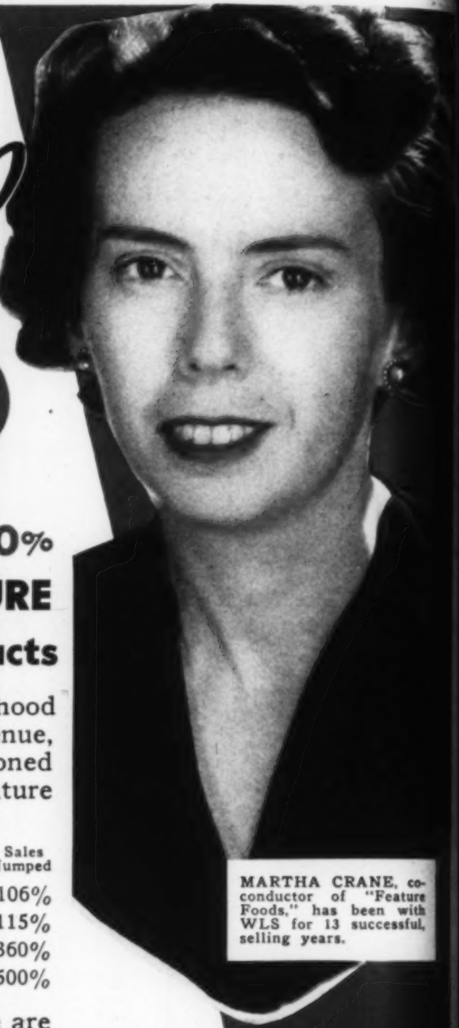
# They Sell FOOD

## Sales Jumped 100% to 500% *within one week* on "FEATURE FOODS" Advertised Products

See what happened in a neighborhood grocery at 63rd Street and Kedzie Avenue, *Chicago*, when the store was mentioned during four broadcasts of the WLS "Feature Foods" Program.

| Products Advertised on "Feature Foods" | Sold Week Previous | Sold Week of Promotion | Sales Jumped |
|---|---|---|---|
| Fruit Juice | 16 cases | 33 cases | 106% |
| Wax Paper | 13 cases | 38 cases | 115% |
| Salad Oil | 2½ cases | 11½ cases | 360% |
| Soap | 2½ cases | 15 cases | 500% |

This is a single case history, but there are similar examples every week-end. These store promotions are only one phase of Martha Crane's and Helen Joyce's "Feature Foods" program on WLS. There are also the club meetings . . . and the special merchandising services. But most important of all "Feature Foods" is a *radio* program, produced and presented with all the care of the most elaborate network shows. That's why it's listened to . . . and why "Feature Foods" sells goods.



MARTHA CRANE, co-conductor of "Feature Foods," has been with WLS for 13 successful, selling years.

WLS

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The
PRAIRIE
FARMER
STATION

Burridge D. Butler
*President*

Glenn Snyder
*Manager*

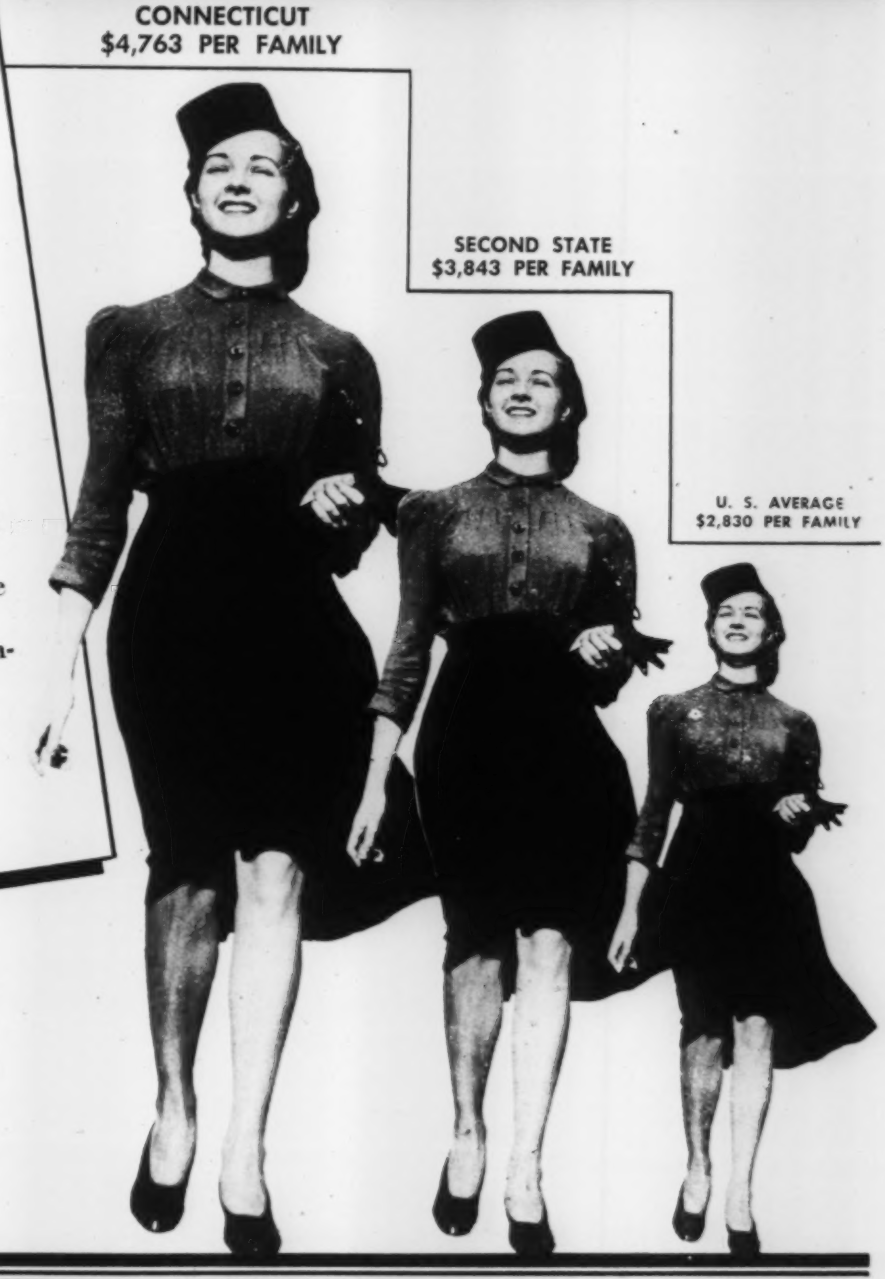
REPRESENTED BY
JOHN BLAIR & COMPANY

CHICAGO

MANAGEMENT AFFILIATED WITH KOY, PHOENIX, AND THE ARIZONA NETWORK—KOY PHOENIX ★ KTUC TUCSON ★ KSUN BISBEE-DOUGLAS

# YOUR *First* MARKET

**CONNECTICUT TOPS THE 48 STATES, With Almost Double The Effective Buying Income Of The U. S. Average. And *the richest part** of the country's richest state can be covered completely and economically—by using WDRC in Hartford. Act now—write Wm. Malo, Commercial Manager, for availabilities.**



*** Hartford alone has an Effective Buying Income of $5,206 per family.**

Figures given are estimates by Sales Management for 12 months ending May 30, 1942.

COVERAGE PROGRAMS RATE
GET ALL 3 ON WDRC

# WDRC

CONNECTICUT'S PIONEER BROADCASTER

**BASIC CBS**
**HARTFORD**

lished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

Pri-mary Read-er for Time Buy-ers

**STEAK and POTATOES** Basic items of a square meal. Nebraska farmers supply the nation with carloads of steaks and thousands of tons of potatoes. At a very satisfactory emolument, too. Record, in fact.

**VEGETABLES, BREAD & BUTTER** Commonly termed by hungry he-men as "the trimmin's". Are supplied to America's larder by Nebraska farmers, for an amazingly generous stipend.

**MILK and APPLE PIE** A king's dessert to top any meal. Dairy products, flour-grain, and apples are all abundant in Nebraska. They're distributed throughout the nation, with farmers receiving handsome reimbursements.

**MONEY**

Sometimes called "emolument", "stipend", or "reimbursement". (Also "jack", "dough", and "kale"). A medium of exchange, of which Nebraska farmers now have almost too much. They want to exchange their money, for the products you want to sell. Tell them what you have. Reach them through *their* station, KFAB. You *need* KFAB, to do a complete selling job in the farm areas throughout Nebraska and neighboring states!

KFAB LINCOLN, NEBR.

FOR CITY LISTENERS *use* KOIL OMAHA

DON SEARLE, GENERAL MANAGER
ED PETRY & CO., INC., NAT'L REP'R

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

March 9, 1942

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You're in GOOD COMPANY when you use WOL IN THE NATION'S CAPITAL WASHINGTON, D. C.

MORE THAN 40 NATIONAL ADVERTISERS NOW GETTING RESULTS OVER WOL—THERE MUST BE A REASON!

Get the Facts from WOL — Washington, D. C. — Affiliated with MUTUAL BROADCASTING SYSTEM

★ ★ ★ ★ ★ SPOT SALES, INC.—Cooperative Sales Representatives ★ ★ ★ ★ ★

# "Take us to London and Berlin"

They visited with Churchill at 10 Downing Street. They looked into Hitler's gaudy chancellery. They were in the East End when the Stukas came over, and along the Wilhelmstrasse when the R. A. F. roared back in reprisal.

Yes, Clevelanders who went to Public Music Hall on that recent memorable evening heard a vivid description of wartime London and Berlin as WGAR presented Edward R. Murrow and William L. Shirer, radio's famed foreign reporters, speaking jointly *for the first time* from the same lecture platform. WGAR sponsored this event for the benefit of the local Civilian Defense Fund. Citizens supported it generously and enthusiastically. For, like Americans everywhere, Clevelanders are depending more than ever before on their radio stations to tell them when, where and how they can do their part.

RADIO
IN SERVICE OF HOME AND NATION

**WGAR**
THE FRIENDLY STATION
*Cleveland*

BASIC STATION...COLUMBIA BROADCASTING SYSTEM
G. A. Richards, President...John F. Patt, Vice President and General Manager

Edward Petry & Company, Inc.
National Representative

# ------Applying the science of sound---

"The American battlefront stretches all the way around the world. To succeed in this kind of war a nation must have fast and accurate communications. The science of sound on which modern communications are built is at the very heart of the world-wide struggle.

"Good communications are vital to an army, a navy or an air force—to direct men and ships and planes; to synchronize tank columns with infantry and plane support; to keep the fighting fronts in the eye of the command. Planes are located and artillery directed by sound. In a hundred different ways the science of sound fits into modern war. It is communication which makes possible the effective human management of the far-flung and three-dimensional battle-line of this world struggle.

"The men of Bell Telephone Laboratories have long been working on the science of sound for *peace*. For some time now they have been concentrating with fierce intensity on their science —for *war*. Their knowledge and developments will help us win.

"Of the many contributions made by Bell scientific men, one example that we can mention is the new microphone that fits snugly around a flyer's throat and enables him to talk without a mouthpiece. Both his hands are left free. This throat microphone is not affected by the roar of motors and the clatter of machine guns which might drown out a spoken message on which the outcome of a combat may depend.

"This device, worked out by Bell Laboratories and produced by Western Electric, is just one of many jobs undertaken by the Bell System in co-operation with government agencies.

"And all through the land, where the battle for production must be won, we have a nation-wide telephone system operated by experienced and loyal Americans. They are on top of their job. They will see to it that our country gets the best telephone service in the world."

*This is a quotation from* The Telephone Hour, *a regular program heard each Monday night over the N. B. C. Red Network. For many years, the Bell Telephone Laboratories and the radio industry have been working together toward a common goal—to improve the quality of broadcast sound as it reaches the homes of the nation.*

But is it boxoffice?

**How do you measure box office? By the amount of money spent in making a picture, or by the amount of money the picture grosses? Should a radio network's power be measured by the number of watts sending out an advertiser's message or by the number of radio homes the message reaches? On the Pacific Coast it is difficult to reach all the radio homes because many of the important markets are surrounded by high mountains. It is so difficult, in fact, that only *one* network covers the coast *completely* . . . *only Don Lee* has a local station in every one of the 33 important Pacific Coast markets. More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station. This is *controlled* power . . . power where it *counts.* If your advertising message is important enough to bring to *all* the radio families on the Pacific Coast, use the *only* network that can do the job . . . Don Lee.**

THOMAS S. LEE, PRESIDENT
LEWIS ALLEN WEISS, VICE PRESIDENT,
GENERAL MANAGER

**DON LEE**

**MUTUAL DON LEE BROADCASTING SYSTEM • 5515 MELROSE AVENUE, HOLLYWOOD, CALIFORNIA**

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATIONS

# COL. B. J. PALMER

## FOUNDER OF WOC, DAVENPORT

COLONEL B. J. PALMER, noted lecturer, author, and world-traveler — founder of Radio Station WOC and President of Central Broadcasting Co. (WHO). . . . Beginning his radio experimentation in Davenport in 1921, Colonel Palmer received an actual license for the call letters WOC in 1922— just three months after the granting of the first commercial license ever issued in America. As one of the pioneers in radio broadcasting, he made many contributions to its progress and development, and under his able and energetic direction radio stations WOC and WHO have established and maintained, down through the years, an outstanding record of practical public service. . . Headquartering in Davenport, Colonel Palmer serves as President and actively supervises the management of WOC, Davenport, recently granted 5,000 watts full time; and finds time to serve also as President of 50,000-watt WHO, Des Moines.

SEARCH far, search near, you'll never find a more interesting and versatile person in broadcasting than Colonel B. J. Palmer, President of Central Broadcasting Company. . . . One of radio's earliest pioneers, he is virtually father of the conception that radio is a public service as well as a private business. And carrying out that idea, he has contributed no small part to the indispensable place that radio holds in America, today.

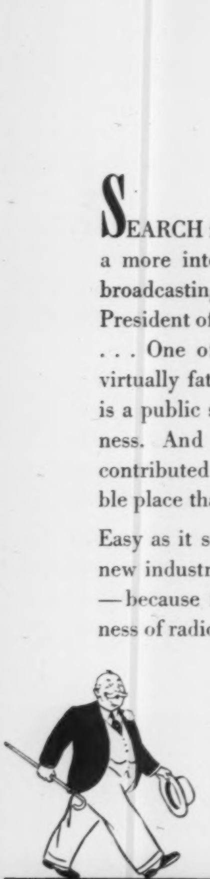
Easy as it seems in theory, pioneering in a new industry is not a simple task. *We know* —because in 1932 we pioneered the business of radio-station representation. In those days, time-buyers had no adequate sources of information, no adequate help in clearing time, none of the exclusive services now so easily available from station representatives. All details were usually handled direct with each station.

Today, all that is changed, of course, and more and more representatives are following in the trail we blazed. But in a dozen ways we are *still* pioneering. Perhaps that's why so many leading advertisers and agencies *prefer* to deal with Free & Peters . . . pioneers in this business of radio-station representation.

**EXCLUSIVE REPRESENTATIVES:**

| | |
|---|---|
| WGR-WKBW | BUFFALO |
| WCKY | CINCINNATI |
| KDAL | DULUTH |
| WDAY | FARGO |
| WISH | INDIANAPOLIS |
| WKZO | KALAMAZOO-GRAND RAPIDS |
| KMBC | KANSAS CITY |
| WAVE | LOUISVILLE |
| WTCN | MINNEAPOLIS-ST. PAUL |
| WMBD | PEORIA |
| KSD | ST. LOUIS |
| WFBL | SYRACUSE |
| . . . IOWA . . . | |
| WHO | DES MOINES |
| WOC | DAVENPORT |
| KMA | SHENANDOAH |
| . . . SOUTHEAST . . . | |
| WCSC | CHARLESTON |
| WIS | COLUMBIA |
| WPTF | RALEIGH |
| WDBJ | ROANOKE |
| . . . SOUTHWEST . . . | |
| KOMA | OKLAHOMA CITY |
| KTUL | TULSA |
| . . . PACIFIC COAST . . . | |
| KARM | FRESNO |
| KECA | LOS ANGELES |
| KOIN-KALE | PORTLAND |
| KROW | OAKLAND-SAN FRANCISCO |
| KIRO | SEATTLE |

and WRIGHT-SONOVOX, Inc.



# FREE & PETERS, INC.

*Pioneer Radio Station Representatives*

*Since May, 1932*

**CHICAGO:** *180 N. Michigan* Franklin 6373

**NEW YORK:** *247 Park Ave.* Plaza 5-4131

**SAN FRANCISCO:** *111 Sutter* Sutter 4353

**HOLLYWOOD:** *1512 N. Gordon* Gladstone 3949

**ATLANTA:** *322 Palmer* Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 22, No. 10 WASHINGTON, D. C., MARCH 9, 1942 $5.00 A YEAR—15c A COPY

# Court Stay Defers Net Contract Upsets

## Delay to Fall Seen; Trust Suits in Abeyance

WIDESPREAD industry concern over network-affiliate contractual relations, at fever heat only a week ago, has abated considerably, with little likelihood of any substantial change for several months by virtue of the jolt handed the FCC March 2 by the statutory three-judge court in New York when it stayed the effective date of the chain-monopoly regulations.

The court's action, which threw into reverse its previous decision denying a preliminary injunction to NBC and CBS, holds up the regulations at least until May 1, pending a review by the Supreme Court of the United States of the FCC's jurisdiction over network affiliate contractual relations.

### Perhaps Until Autumn

Should the highest tribunal fail to hear the case by the week of April 21—prior to its summer recess—then the way is left open for a further stay until the fall term. The New York tribunal specifically provided that the senior judge for the Second Judicial Circuit, Associate Justice Robert Jackson, could authorize such a further stay.

Visions of an upheaval in network contractual relations, and possibly considerable shifting in affiliates, were foreseen until the stautory court granted the major networks relief over the opposition of the FCC and of MBS—the latter an intervener in the proceedings. The court had heard arguments on the stay Feb. 27, only six days after its ruling that it had no jurisdiction to adjudicate the validity of the monopoly regulations [BROADCASTING, March 2].

With procurement of the stay, to pave the way for the Supreme Court appeal, networks and stations were assured of continuance of the status quo as far as current contractual relations are concerned until the Supreme Court decides on the question of its jurisdiction. The appeal to the highest tribunal is not on certiorari, which the court could accept or reject, but is a matter of right since it is from a statutory three-judge tribunal, with specific provisions made in the statute covering such litigation.

### Net Speed Action

NBC, CBS and the Blue Network were jubilant over the court's action granting the stay and allowing the appeal. MBS, on the other hand, had protested any further delay, having informed the court that continuance of present contractual conditions would cause it "irreparable injury".

Authorization of the stay in effect means that existing relations of all networks with their affiliates can continue, including time option provisions. CBS, which would have been hardest hit by the banning of exclusive time options, promptly advised its affiliates that the stay was the "most constructive news to date" in its fight against the regulations.

Meanwhile, NBC and CBS last Wednesday served the Solicitor General of the United States as well as FCC General Counsel Telford Taylor with their notices of appeal to the Supreme Court. Every effort was being made, it was said, to expedite the hearing on the jurisdictional phase prior to the summer recess.

In the normal course, the record in the proceedings will be certified from the statutory three-judge court and briefs filed prior to argument.

### The Anti-Trust Suits

On another front, signs were plentiful that there would be no great haste in the trial of Government anti-trust suits against RCA-NBC and CBS, filed Dec. 31 in Chicago and attacking practically the same practices covered in the chain-monopoly regulations of the FCC. The Federal District Court in Chicago has granted postponements until March 27 for the filing of motions, preparatory to the answers to the bills of complaint, and the cases have been consolidated under a single judge—John P. Barnes—as against individual judges previously designated.

The preliminary motions unquestionably will seek dismissal of the proceedings. It already has been contended informally that most of the issues raised in the anti-trust suits are moot, since the practices complained of in many instances no longer exist. Moreover, since several of the issues such as time options, exclusivity, and dual network operation are in a measure covered in the pending litigation, it obviously is deduced that the net-

(*Continued on page 50*)

# War, Seasonal Factors Hit Networks

## Cancellations Partially Offset by Addition Of New Series

WARTIME rationing of tin for canned foods resulted in cancellation of three CBS programs last week, two sponsored by Campbell Soup Co., Camden, and one sponsored by General Foods Corp., New York. The latter advertiser, however, partially offset the loss by announcing that a new CBS series would be started in the time vacated by one of the Campbell Soup programs.

Discontinuance of a number of other network programs, announced during the week, were in part due to the conclusion of winter seasonal campaigns and in part to revision of advertising plans, normal occurrences in advertising and not to be blamed on the war.

### Still Optimistic

The general feeling among the buyers and sellers of time continued to be optimistic, on the basis that the major users of national network time are manufacturers of products consumed in great quantities by the general public, whose needs must be served in time of war as well as in peacetime, and that the present shortages are chiefly in packaging materials for which substitutes will be found.

The two programs which Campbell is discontinuing as of April 3 are *The Man I Married*, advertising canned pork and beans as well as soups, and Fletcher Wiley's talks. Both are handled by Ward Wheelock Co., Philadelphia.

In the time vacated by the Wiley program, General Foods will start *We Love & Learn*, daytime serial which the company has used on transcriptions in various markets for various products under the title *As the Twig Is Bent*. On a CBS network of 90 stations, the program will start April 5 as a Monday-through-Friday afternoon quarter hour, advertising Grape Nuts. Young & Rubicam is agency.

Curtailment of canning tin will also cause a shift in the commercials on the Lanny Ross program of songs, it is understood. Sponsored by Campbell Soup for Farnco-American spaghetti on CBS, it is believed the program will soon promote the sale of a short list of the company's concentrated heavy stock soups, least affected by the tin rationing orders.

Canning restrictions on coffee caused General Foods to stop its *Kate Hopkins* broadcasts on CBS for Maxwell House Coffee after April 3. Program was placed through Benton & Bowles, New York, which also handles the *We, the Abbots* program on NBC, sponsored by Best Foods Inc., New York, for Hellman's Mayonnaise and Nucoa, which is also discontinuing as of April 3.

### P&G Changes

Procter & Gamble Co., Cincinnati, one of the largest users of daytime serials, is discontinuing *The O'Neills* and *The Story of Mary Marlin*, both on CBS, as of March 27. The latter program is also broadcast on NBC and on March 27 the sponsor will drop six Pacific Coast stations and all CBC stations from that network. Compton Adv. Inc., New York, handles *The O'Neills* for Ivory Soap; Benton & Bowles, New York, places *Mary Marlin* for Ivory Snow.

These cancellations are believed to be part of one of the P&G periodic revisions of its advertising. The company has recently increased its activities in evening radio, last week starting *Junior Miss*, with Shirley Temple in the name role, on a 70-station CBS netwark, in addition to the *Ransom Sherman* evening show on 65 CBS stations. Compton Adv. for Ivory and Blackett-Sample-Hummert, New York, for Dreft, handle *Junior Miss*, with Compton also placing the Sherman broadcasts for Ivory.

Another soap manufacturer, Colgate-Palmolive-Peet Co., Jersey City, on March 27 drops *Myrt & Marge* from CBS, on which this serial has run for more than 11 years. Sherman & Marquette, Chicago, is agency for Super-Suds, which *Myrt & Marge* advertised.

NBC will lose two seasonal advertisers this month. Sherwin-Williams Co., Cleveland, winds up its Sunday afternoon series of *Metropolitan Auditions of the Air* on March 22 at the end of its annual contest to discover new opera voices. This institutional campaign for the paints and varnishes made by the sponsor is handled by Warwick & Legler, New York. End of the winter cold season also means an end for *The Nichols Family of Five* which Vick Chemical Co., New York, has been sponsoring for its cold remedies. Agency is Morse International, New York.

### Luckies Slicing

American Tobacco Co., New York, on March 25 drops 12 stations from the 110-station NBC Network currently carrying the Wednesday night *Kay Kyser's College of Musical Knowledge* for Lucky Strikes, following its Feb. 6 reduction of 12 stations in the lineup for *Information Please*, also on NBC for the same cigarettes. No specific reason for the cutdowns was advanced by Lord & Thomas, New York, agency in charge.

Mutual's only cancellation of the week is *Front Page Farrell*, sponsored by Anacin Co., Jersey City. Program, placed through Blackett-Sample-Hummert, New York, ends March 20.

International Silver Co., Meriden, Conn., on March 27 is discontinuing the CBC stations carrying *Silver Theatre*, but the program continues on CBS. Young & Rubicam, New York, is agency. Offsetting this, however, the Texas Co., for its Canadian representative, McColl Frontenac Oil Co., on March 8 added 13 CBC stations to its Fred Allen broadcasts on CBS. Program, which on that date moved into a Sunday evening hour from its former Wednesday evening spot, is handled by Buchanan & Co., New York.

### Renewals Last Week

Among renewals of the last week were: General Foods Corp., *When a Girl Marries* and *Portia Faces Life*, daytime serials on NBC renewed for 52 weeks through Benton & Bowles; Miles Labs., Elkhart, Ind., *News of the World* on 32 NBC stations for 52 weeks through Wade Adv. Agency; S. C. Johnson & Son, *Fibber McGee & Molly* on NBC for 52 weeks through Needham, Louis & Brorby.

# No Special Tax on Advertising In Revenue Plan of Treasury

## Many Radio-Advertised Products Are Affected; Corporation Imposts Are Before Committee

THOUGH not striking at radio or advertising specifically, and suggesting no specific imposts either by way of a special tax on broadcast revenues or a franchise tax on radio facilities, the tax proposals made by Secretary of the Treasury Henry Morgenthau Jr. to the House Ways & Means Committee last week included several specific recommendations for levies on products manufactured by some of radio's biggest advertisers.

The hearings resume this week with Randolph Paul, Mr. Morgenthau's advisor, scheduled to testify and to be followed by representatives of the various industries affected. Later the committee will frame its own bill, in which the long-discussed taxes on advertising, including radio, may be revived.

Included in the excise proposals by the House are new and higher levies on gasoline and oil, carbonated soft drinks, candies and chewing gum, cigarettes, tobacco, wines and beers, transportation, communications and life insurance.

Beers, which figure large in local and spot advertising face levies of $8 per barrel, an increase of 25%. There is also an increased schedule on wines, ranging from 1½ cents additional per half-pint to 35 cents per gallon on wines with an alcoholic content of more than 21%.

Communications, including telephone toll service, telegraph, cable and leased wires, will be asked to yield an additional $24,500,000 if Congress adopts the proposals. Local telephone bills and coin-operated telephones may have to contribute $53,300,000 in addition to present levies.

### No Network Wire Tax

No new tax on radio network wires was foreseen, inasmuch as the Treasury in its proposals did not suggest that it would deviate from last year's bill regarding leased wires. Radio lines were exempted in the last bill. Present Treasury proposals call for an increase from 10% to 15% on "leased wires" but no conclusions can be drawn, tax experts warn, until the hearings are completed and the final structure of the new bill is known.

Based on percentage gain in tax, gasoline and lubricating oils would be called upon for the greatest contribution in the proposed schedule. The gas tax would be increased 100% and lubricating oils 121%.

Candies and chewing gum, on which there is no present tax, will be asked to pay 15% of the manufacturers' sales price. Cigars, with a new rate schedule of taxes, are expected to yield $13,100,000 in additional revenues. Cigarettes, now paying a Federal tax of $3.25 per thousand, may come under a new schedule which will tax 10c brands at $3.50 per thousand and 15c brands at $4 per thousand.

A significant departure in the tax setup is the legislation proposed by the Treasury which would require employers to withhold from wage and salary payments up to 10% of the amount by which those payments exceed the employes' exemptions. For a married man with one child, for example, the exemption would be about $40.50 per week.

Under the same plan, corporations would be required to withhold 10% of all interest and dividend payments.

Radio, along with all other business, will feel the pinch of higher corporation taxes. These will dip far down to the lower income corporations, with an increase of from 6% to 16% in surtaxes on corporations with net incomes of less than $25,000 and increases from 6% to 31% on corporations with net incomes of over $25,000. Some relief is provided in the proposals for 10% tax credits on corporations having a current year surtax net income less than the average surtax net income for the base years 1936-39.

### As to Advertising

Advertising came in for only momentary discussion at the hearing Monday and no specific conclusions were brought to light. Following a discussion by Mr. Paul on a proposal by the Treasury to return "additional taxes" above "marginal rates" to corporations after the war, Rep. Robertson (D-Va.) asked if advertising programs launched by corporations for increased business would come under the heading of "new and additional equipment or otherwise", as included by the Treasury in the basis for return of additional taxes. Mr. Paul replied that advertising had not been considered but gave no indication that it would not be.

## Paramount on 75

TO PROMOTE the new picture "The Fleet's In", Paramount Pictures, New York, on March 27 will sponsor a special program on seventy-five MBS stations, originating from Hollywood. Agency is Buchanan & Co., New York.

### Anne Director Joins Sterling

ANNE DIRECTOR has been named to handle timebuying and radio advertising activities for Sterling Insurance Co., Chicago, one of the largest and oldest users of national spot radio in the insurance field. The firm is planning an expansion of radio schedules. Miss Director was formerly in charge of radio for J. Walter Thompson Co. on the Pacific Coast and later was with Raymond Spector Co., New York. Neal Adv. Agency, Chicago, has the Sterling account.

# Many Applications Slated for Hearing

## Petitions for New Stations, Better Facilities Included

FIRST to feel the effect of the FCC's newly-established policy of hearing individually all applications for new facilities which would involve the use of critical materials under the present emergency [BROADCASTING, March 2] were 17 applications for new stations and two for increased facilities, which the FCC last week designated for hearings.

The Commission on Tuesday ordered for hearing the new station applications of Radio Co. of Annapolis, Annapolis, Md. (Dyke Cullum and Harry R. England), seeking 250 watts on 1040 kc. limited time; The Walmac Co., Alice, Tex. (W. W. McAllister and Howard W. Davis), 250 watts fulltime on 1230 kc.; Edward E. Reeder, Seattle, 250 watts on 1600 kc.; Granite City Radio Broadcast Co., Murray, Utah, 250 watts fulltime on 1490 kc. The Walmac Co. is also licensee of KMAC, San Antonio.

### Joint Hearings Reopened

The administrative board on Thursday augmented the list by reopening for further hearing the consolidated hearings of Utica Broadcasting Corp., Midstate Broadcasting Corp. and Utica Observer-Dispatch Inc., all in Utica, the first two seeking 250 watts on 1450 kc. and the last 1,000 watts on 1470 kc.; Jefferson Broadcasting Corp., George Johnston Jr., and WBAM Inc., all in Birmingham, Ala., and asking 250 watts fulltime on 1340 kc.; Hennessy Broadcasting Co. and Barclay Craighead, both in Butte, Mont., applying for 250 watts on 1490 kc.; Nashville Broadcasting Corp. and Tennessee Radio Corp., Nashville, applicants for 250 watts on 1240 kc.; Air Waves Inc. and Louisiana Communications Inc., both Baton Rouge, La., and seeking 250 watts on 1400 kc. In addition the application of Newark Broadcasting Corp. for a new station on 620 kc. with 5,000 watts unlimited was ordered reopened.

Those seeking the improved facilities were WRAL, Raleigh, applying for a change in frequency from its present 1240 kc. to 850 kc. with an increase from 250 watts to 1,000 watts night and 5,000 day and a directional antenna at night, and by WRUF, Gainesville, Fla., for a directional for night use and increase in hours of operation from limited to unlimited time.

The FCC on March 3 denied the petition of Edward J. Doyle, oil station operator of Rochester, N. Y., for a new standard broadcasting station in that city to operate with 250 watts on 1240 kc. Mr. Doyle asked for the assignment now occupied by WSAY, Rochester, which proposes to shift to 1370 kc.

# Nationwide Tour of Stations Planned by Top NBC Officials

## 'War Clinics' to Cover Problems Faced by Both Network and Affiliates; Regional Meetings

A DOZEN TOP NBC executives will go on tour next week, starting a swing around the country for a series of "radio war clinics" to which every NBC affiliate has been invited.

Mr. Hedges

Arranged by William S. Hedges, vice-president in charge of stations, in cooperation with the members of the network's station planning and advisory committee, the clinics will be held as two-day sessions in each geographical section of the country, so no broadcaster may be put to undue expense of either time or money in attending.

### Plans for the Year

With the effects, known and probable, of the war on broadcasting as the basic topic, the network spokesmen will outline their plans for 1942, dealing with programming, sales, sales promotion, publicity and public relations.

The problems of giving Government agencies the best and most efficient cooperation, and of maintaining a balanced program schedule while doing so; of finding new business to replace that lost because of war priorities; of changes in the relationship of network to stations, etc., will be discussed, with the network speakers explaining how they are attempting to solve them and the stations invited to give their ideas on each subject. Each meeting will conclude with an open forum for questions from stations.

First meeting will be held in New York, at the Waldorf-Astoria, March 16-17, with Paul W. Morency, WTIC, Hartford, committeeman representing District 1, presiding. NBC stations in District 2 will meet March 18-19 at the Netherland - Plaza, Cincinnati, where James D. Shouse, WLW, that city, representative of that district, will act as chairman.

Harry Stone, WSM, Nashville, committee member from District 4, will preside over the meeting for that district, to be held at the Biltmore Hotel, Atlanta, March 20-21. The second week's sessions will start with one for District 5, scheduled for the Baker Hotel, Dallas, Texas, March 23-24, with O. L. Taylor, KGNC, Amarillo, representative of the district on the committee, in the chair.

The next meeting will be held at the Drake Hotel, Chicago, March 26-27, presided over by Stanley Hubbard, KSTP, St. Paul, committeeman for District 3. The tour will wind up in San Francisco, at the St. Francis Hotel, March 31-April 1, with a combined meeting of Red affiliates located in Districts 6 and 7. Ed Yocum, KGHL, Billings, representing District 6, and Arden X. Pangborn, KGW, Portland, from District 7, will act as co-chairmen for this meeting.

### Special Problems

Frank E. Mullen, NBC vice-president and general manager, and Frank M. Russell, Washington vice-president of the network, will lead the discussion of "Radio's First War" at the meetings in New York and Chicago, with Mr. Hedges conducting this session at the other meetings.

The sessions on programming in New York, Cincinnati and Chicago will be conducted by C. L. Menser, program manager, with William Burke Miller, eastern program manager, taking over in Atlanta and Sidney N. Strotz, western division vice-president, handling the programming sessions in the West.

Dr. James Rowland Angell, NBC counsellor for public service programs, will attend the meetings in the East and Midwest to discuss the problems in this field created by the war and the need for educating the listening public in their part in the nation's war effort. Thomas D. Rishworth, director of public service programs, will lead this discussion at the Dallas session. Jennings Pierce, station relations manager for NBC's western division and also in charge of West Coast public service programs, will conduct the San Francisco session.

Roy C. Witmer, vice-president in charge of sales; Ken R. Dyke, director of promotion, and Charles B. Brown, sales promotion manager, will have charge of the part of each meeting devoted to those topics, discussing the problems of both network and stations in securing business in the face of the changing economy of war. Albert E. Dale, director of information, will direct the discussion of publicity.

### Station Relations

Sheldon B. Hickox Jr., manager of station relations, and James M. Gaines, of that department, will also make the tour of district meetings, assisting Mr. Hedges in discussing the general station relations situation as well as in going over the particular problems of individual affiliates. Harry C. Kopf, central division vice-president, will participate in the Cincinnati and Chicago meetings.

At the dinner session of each two-day meeting, either Max Jordan, chief of NBC's European staff, or Alex Dreier, former NBC correspondent in Berlin, who left that city just before the attack on Pearl Harbor brought the United States into active conflict with the Axis, will give an off-the-record talk of conditions abroad, based on their personal experiences. Both of these correspondents are home on leave.

In announcing the series of "radio war conferences", Mr. Hedges said that the chief purpose of the meetings is to achieve a better understanding of the problems which the war has brought to radio's doorstep on both sides—a better understanding by the network executives of the problems confronting the individual stations and by the station owners and managers of the network's problems—so that together they will be able to continue their operations in these troubled times in the best interests of the nation and the listeners who make up the nation.

**TALENTED TIMEBUYERS** substituted for housewives at an exhibition program of John Reed King's *The Missus Goes A-Shopping*, given by WABC, New York, as its entertainment at the March 4 meeting of the Radio Executives Club of New York. Facing the mike and the luncheon guests are (l to r): Linnea Nelson, J. Walter Thompson Co.; Beth Black, Joseph Katz Co.; John Hymes, Lord & Thomas, president of the REC; Mr. King; Helen Thomas, Spot Broadcasting; Al Taranto, Ted Bates Inc.; Dick Swift, producer of the program. Out-of-town station men who enjoyed the performance, which was transcribed for broadcast on WABC, were John Carey, WIND; Ken Soble, CHML, Hamilton, Ont.; Art Croghan, WJBK; Ted Arnold, WHBF; Jack de Russy, KDKA; Maxon Bevens, KGHF; Dale Robertson, WBAX; Thad Holt, WAPI.

### 'Aldrich' Day Test

GENERAL FOODS Corp., New York, on March 23 starts a daytime test campaign of transcribed versions of the NBC Thursday night program *The Aldrich Family* in five markets, New York, Dallas, Richmond, Seattle and Oklahoma City. To be heard Saturday and Sunday mornings at varied times, the half-hour program will promote Postum. Agency is Young & Rubicam, New York. These transcriptions will also be broadcast on seven stations on Saturday mornings in the interest of Post Toasties. Campaign is an experiment and may or may not be continued or expanded, according to Benton & Bowles, New York, agency for Post Toasties.

### Procter & Gamble Opens Shirley Temple Program

PROCTER & GAMBLE Co., Cincinnati (Ivory Snow, Dreft), on March 4 started *Junior Miss* on CBS, Wednesday, 9-9:30 p.m. (EWT). Featuring Shirley Temple, child actress, series is based on the Sally Benson *New Yorker* magazine stories, with radio adaptations by Doris Gilbert. Hugh Brundage is principal announcer. Straight commercials are being split among four products with regional cut-ins. Mann Holiner, West Coast manager of Benton & Bowles, agency servicing the account, produced the opening broadcast.

In Hollywood for the initial broadcast were Kirby Hawkes, head of the agency's New York radio department; James E. Rogers Jr., agency vice-president in charge of the account; Burt Prager, New York talent director of Benton & Bowles, and Ed Wolff, head of Ed Wolff Assoc.

### Conoco's Spot Drive

CONTINENTAL OIL Co., Ponca City, Okla., will use 175 stations in a nation-wide spot radio campaign for Conoco Nth Motor Oil. Dramatized one-minute announcements, cut by NBC Radio Recording Division, will be used on a varying schedule, running up to as many as 104 times a week. Campaign will start in April, with layoff during May, and resume in June for the summer, according to Tracy-Locke-Dawson, New York, the agency.

### Rose to Tracy-Locke

WILLIAM ROSE, formerly director of continuity of Associated Music Publishers recorded program service, has joined Tracy-Locke-Dawson, New York, as radio director, succeeding Milton Burgh who was inducted into the Army last week. Starting in radio in 1929 with KDKA, Pittsburgh, as writer, producer and finally production manager, Mr. Rose was radio director of Walker & Downing, Pittsburgh, prior to joining AMP.

#### AMP Adds Catalog

ASSOCIATED MUSIC Publishers announces that the musical catalog of Pro Art Publications, including works for string orchestra, wind ensemble, instrumental solo and concert band, has been added to the copyrights which may now be broadcast exclusively under the AMP license.

# OFF Conferences To Guide Issuance Of Time Priorities

### Will Advise Broadcasters What Is to Be Stressed

FOLLOWING this week's final conferences of agency, network and station committees with public relations executives of the various Government agencies charged with war duties [BROADCASTING, March 2], the Office of Facts & Figures, which arranged and directed the parleys and which is charged with acting as the clearing house for all Government broadcasts, expects to issue its so-called "priorities" covering Government announcements and transcriptions.

Exactly how the priorities system will work—and it is hoped to have the full directions in the hands of all key radio executives by early April—was explained by Archibald MacLeish, OFF chief, in his closed-circuit talk to the industry Feb. 28. This talk was ordered to be off-the-record but its basic theme had previously been made public to the trade.

#### What to Stress

Those in charge of radio programs will be advised from week to week what phase of the war effort to stress, so that radio will not be cluttered with repetitious and uncoordinated war announcements. OFF will not tell the broadcasters and their sponsors what to put on the air; rather it will simply tell them what to stress each week. There will be no "orders" from Washington, but simply a set of themes to serve as guideposts to what Washington wants stressed at a particular period.

The agency-network committee is already at work on charts which will be used periodically to show what network sponsored and sustaining shows are carrying particular war appeals. Stations will be asked to fit their local war program schedules into such charts. Meanwhile, the OFF has already sent to all stations a set of "basic information themes" to be studied in preparation for the priorities lists to be issued later.

This week's sessions of the radio advertising industry committees with OFF will bring them together with Shannon Allen, radio director, Dept. of Interior; Pat Weaver, Office of the Coordinator of Inter-American Affairs (Rockefeller Committee); Clinton Mosher, Maritime Commission. This is to be the last of the series of four weekly meetings, called in Washington on Tuesdays and Fridays, as a preliminary to the issuance of the priorities list. The meetings are conducted by William B. Lewis, OFF radio director, and Douglas Meservey, his assistant.

It is expected that more of the closed-circuit talks with broadcast executives and their staffs will be arranged later. Station and network chiefs are asked to bring their key men into the studios to hear these talks and to invite executives from independent stations who are not linked into the networks.

## More 'Closed Circuits'

MORE "closed-circuit" and off-the-record talks to the broadcasters, giving background material to assist program builders and commentators in the handling of Government war news, will probably be scheduled in the near future by OFF. Army, Navy and WPB officials will speak via network lines but not for broadcast. Thus far the broadcasters have heard two such talks—one by Byron Price, Director of Censorship, and the other by Archibald MacLeish, Director of the OFF.

## Longines Programs

LONGINES - WITTNAUER Watch Co. launches a nation-wide campaign this spring with *World's Most Honored Music*, half-hour transcription series cut by NBC Radio Recording Division, to be heard on more than 150 stations. The programs will consist of classical music played by a group of New York Philharmonic Symphony musicians, under the direction of Mishel Piastro. Agency is Arthur Rosenberg Co., New York.

STANDARD BRANDS, New York, has appointed Arthur Kudner, New York, for its Fleischmann's Yeast for bakers and bakery products. Advertising plans are not yet made.

## Dixon Pencil Test

JOSEPH DIXON CRUCIBLE Co., Jersey City, is using one-minute transcriptions three times a week on WGN, Chicago, and five times weekly on WOR, New York, in a test radio campaign for Ticonderoga pencils. Copy in jingle form, written and spoken by Phil Cook, CBS's *Morning Almanac* man, is transcribed by Brinckerhoff Studios, New York. Campaign may be expanded in the future, according to Federal Adv. Agency, New York, in charge of the account.

## OFF Appoints Morris As Agency, Net Liaison

SEYMOUR MORRIS, account executive of Compton Adv., New York, handling P&G accounts, on March 10 will join the Office of Facts & Figures in Washington as advertising agency and network liaison under Douglas Meservey, assistant to William B. Lewis, head of the OFF Radio Division. He will work with the industry committees set up by OFF and by the Advertising Council [BROADCASTING, Feb. 26].

Mr. Lewis left Washington by plane last Friday to consult with the Hollywood Victory Council, set up to coordinate West Coast advertising activities in the war effort, and was due to return to Washington this Tuesday.

# *OFF Foreign Language Division Forms Radio Section for Program Exchanges*

TO SERVE as a clearing house for foreign-language broadcasts, the Office of Facts & Figures has established a radio section in its Foreign Language Division, with Lee Falk as chief of radio. Mr. Falk joined OFF several weeks ago, coming from Westheimer & Co., St. Louis agency, of which he was radio director.

Preliminary to setting up an exchange-of-program-ideas service, Mr. Falk by arrangement with John Shepard 3d, chairman of the Broadcasters Victory Council, last week appointed a special advisory council of managers of stations prominent in the foreign-language field. Members are Joseph Lang, WHOM, Jersey City; W. H. Reuman, WWRL, Woodside, Long Island; C. Merwyn Dobyns, KGER, Long Beach, Cal.; Gene T. Dyer, WAIT-WGES, Chicago; Arthur Simon, WPEN, Philadelphia; James F. Hopkins, WJBK, Detroit.

#### Script Exchange

The radio section functions apart from the OFF Radio Division headed by William B. Lewis but will work in close collaboration. Mr. Falk has been attending the weekly radio conferences called by Mr. Lewis with committees of agencies, stations and networks and is gearing his activities with theirs.

The advisory council will serve as a sort of "committee of correspondence", with no formal meetings scheduled or planned for the immediate future, according to Mr. Falk. Stations carrying foreign-language programs are asked to consult with Mr. Falk on their problems.

Eventually a script exchange is planned, and already the section has been consulted on a new program, tentatively titled *Uncle Sam Speaks*, which is scheduled to be launched over WOV, New York, and piped to the stations of the Bulova group. It is being produced by Maurice Dreicher, New York producer, and is to run six times a week, consisting of questions and answers about the Government agencies and their war activities three times weekly, English lessons twice weekly and a once weekly feature titled *Inside Italy*.

This show will start in Italian, and later be reproduced in German. Like others of the same character, it will be made available through OFF in script form in English, Italian and German and will be released to stations requesting it. No bans will be imposed on sponsorship.

# Rockefeller Office Radio Is Revamped

### New Functions Are Assumed By Francisco, Aylesworth

REVAMPING of the radio setup of the Office of the Coordinator of Inter-American Affairs (Rockefeller Committee) has been completed and reassignments of duties are now in progress under direction of Don Francisco, who now holds the title of director of the Radio Division and who is dividing his time between Washington and New York.

Mr. Francisco, former president of Lord & Thomas, holds a position under Nelson Rockefeller parallel to that of John Hay Whitney, director of the Motion Picture Division, and Francis A. Jamieson, director of the Press Division. The former Communications Division which he headed exists no longer. M. H. Aylesworth, former president, who was radio director under Mr. Francisco in the old setup, becomes a special assistant to Mr. Rockefeller, continuing to serve as a $1 a year man.

Associate director of the Radio Division is John W. G. Ogilvie, formerly in Spain, Argentina and Chile for IT&T, who recently handled IT&T's broadcasting station in Puerto Rico.

#### Staff Being Assembled

The staff is still being mustered and assignments in New York and Washington are not yet completed. Among staffmen already functioning in the Radio Division are Pat Weaver, former advertising manager of American Tobacco Co. and former Young & Rubicam radio chief in New York and Hollywood; Russell Pierce, former vice-president of J. Walter Thompson Co. in charge of offices in Argentina and Chile; John Clarey, former export advertising manager of Bristol-Myers Co.; Guy Hickok, formerly chief of the NBC International Division; Fred Long, formerly with Lord & Thomas in New York and CBS in Washington; John White, formerly with KEX-KGW, Portland, and more recently producer of the *Bob Hope* and *Hedda Hopper* programs; Jerome Henry, former assistant to Frank Mullen, NBC executive vice-president when Mr. Mullen directed the *Farm & Home Hour*.

## MBS Rises 112%

MBS billings for February totaled $938,185, an increase of 112.1% over the $442,157 billed in the same month of 1941. Two-month cumulative total for 1942 is $1,962,697, up 107.2% from the 1941 billing of $947,388 for the same period.

MIDNIGHT repeat broadcasts of Bristol-Myers' Eddie Cantor program, *Time to Smile*, were discontinued March 4 because of frequent shutdowns of West Coast stations. These stations will hereafter carry the regular 9 p.m. (EWT) program, which will thus be heard on the Coast at 6 p.m. on the NBC Network.

# 8th District Votes Confidence in NAB

### Fetzer Reelected Director; Support Is Voted BMI

AFTER reelecting John E. Fetzer as district director of the NAB, the 8th District, meeting in Kalamazoo March 4, passed a resolution favoring "one strong and thoroughly united trade association" and affirmed its "confidence and trust in the NAB".

Mr. Fetzer

The resolution further pledged all stations to lend their loyalty and support "to the end that the American System of Broadcasting may continue to flourish".

Mr. Fetzer, owner and manager of WKZO, Kalamazoo, is also a member of the Broadcasters Victory Council, composed of representatives of the various trade groups in the industry.

### Support Voted BMI

The Kalamazoo meeting passed resolutions supporting BMI and accepting as "fair and reasonable and necessary for the safety and protection of the public at large" the wartime restrictions imposed on radio by the Office of Censorship.

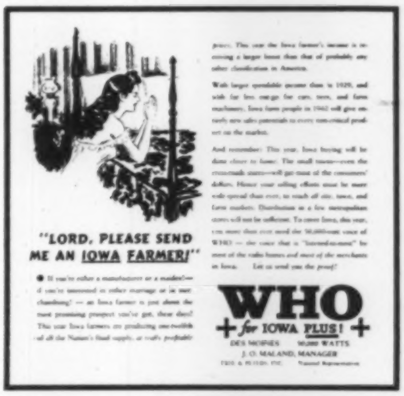
Another resolution asked the Treasury Depuartment to cooperate with the NAB in the preparation of sales material for radio stations similar in nature to that prepared for other media. It was pointed out that the Treasury Defense Savings Campaign has prepared for other media material useful in selling defense bonds and stamps, and it was suggested that similar material be also made available to radio inasmuch as the NAB board has adopted a policy of gratis announcements of programs for defense and war campaigns.

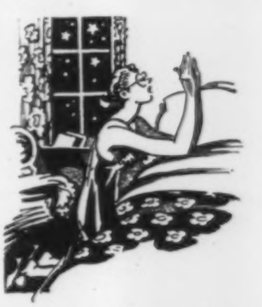
# NBC's Shortwave Post Dropped for Economy

NBC has dropped its service to newspapers and news agencies of material picked up by the network's shortwave listening posts as an economy measure. NBC officials explained that since the news services have established their own listening posts the service rendered by NBC was no longer unique or necessary and has therefore been discontinued. Future of the listening posts is uncertain. NBC is continuing their operation for the present, but may decide to drop or curtail this activity at any time, it was learned.

CBS reports that no change is contemplated either in the operation of its listening post or in the service of this copy to the press, which is continuing as before.

# A Resemblance Purely Coincidental





*"Dear Lord, teach me the way WFDF Flint Michigan appeals to so many."*

**THIS PROVES** that radio's got religion, even in its promotion. But more significant, these ad layouts appeared in the same issue of BROADCASTING (March 2). If it had happened as much as one week apart, writes Warwick Anderson, Doe-Anderson Advertising Agency, Louisville, handling the WHO account (left), everybody concerned would be howling at everybody else concerned, on the question of plagiarism. The WFDF copy (right), came direct. Lowell Jackson, Chicago manager of the Katz Agency Inc., station representatives, commented on the accidental duplication, "Someone is going to be confused if the Lord gets his signals twisted and the Iowa farmer turns up in Flint!"

# *Leniency in Cancellation of Contracts Is Urged at NAB 10th District Meeting*

A RESOLUTION urging broadcasters to adopt a liberal interpretation of contracts to lessen penalties on cancellations forced by sponsors' lack of critical materials, was adopted by the 10th NAB District meeting in Omaha March 2 and recommended for action by the next meeting of the NAB board of directors. The 10th district unanimously reelected John J. Gillin Jr., general manager of WOW, Omaha, as its director.

Mr. Gillin

The resolution originated in the meeting of the NAB Sales Managers Division held the preceding day under the chairmanship of Sam Bennett, KMBC, Kansas City. It reads as follows:

"Whereas, various advertisers are forced to terminate radio schedules because of lack of critical materials or circumstances caused by the war effort.

"Resolved, that radio broadcasters adopt a liberal interpretation of contracts to lessen the penalties for such cancellations. The broadcaster reserves the right to revise advertising rates at any time upon 13 weeks notice in writing and contract is accepted subject to above reservation. The advertiser may cancel without short-rate charge on the date on which the new rate may become effective."

The committee which framed the resolution consisted of Joe Maland, WHO, Des Moines; Don Davis, WHB, Kansas City; Merle Jones, KMOX, St. Louis.

Addressing the Sunday Sales Managers Division meeting, H. Preston Peters, partner in the representative firm of Free & Peters, discussed British advertising under wartime condtions and the parallels that can be drawn in viewing the future of American commercial radio while this country is at war. He estimated that both England and the United States will soon have the same percentage of production devoted to wartime manufacture, which this year will reach 60%.

He pointed out that British advertising has been severely restricted due to the fact that all the large dailies now are limited to four pages.

### Prepare for Changes

Mr. Peters warned the broadcasters to prepare for possible changes in operating expenses and to provide for limited rate protection to all advertisers, pointing out that magazines and newspapers have already formally adopted policies of rate protection to their advertisers varying from 60 to 90 days.

He suggested that all broadcasting stations should consider a 13-week clause in all contracts. Under this plan, advertisers would receive rate protection for 13 weeks only after the announcement of the rate change. As soon as the change is announced, they would have the right to continue at the new rate or to cancel immediately without being penalized by a short-rate.

"Spot broadcasting," he said, "is now in as good a position as any advertising medium. Local advertising may be quite vulnerable because of wartime conditions, and the networks share this position to some extent."

Also addressing the Sales Managers Division was John J. Karol, CBS market research counsel, who discussed the means being taken by the networks to meet the changing advertising condition of America at war. Mr. Karol observed that network broadcasting provides the most economical means of introducing new products and of continuing brand acceptance of products now having difficulty due to lack of materials. He cited specific examples of organizations using network radio advertising to help consumers in efficiently using products now in their hands and to inform the public of new products evolved from wartime conditions and research.

# *CLEVELAND SESSION MAY BREAK RECORD*

PREDICTION that the 1942 NAB convention in Cleveland May 11-14 will break all attendance records was made by broadcasters of Cleveland and nearby Ohio cities who met last Thursday with J. Harold Ryan, WSPD, Toledo, 7th NAB district director, and C. E. Arney Jr., assistant to the NAB president, to discuss preliminary plans for the meeting.

Cleveland Hotel and convention bureau representatives met with the station groups, who reported that complete plans for the convention are now well in hand and will shortly be announced. In addition to Mr. Arney and Mr. Ryan, the following were present at the Cleveland meeting;

John Patt, Harry Camp, Charles Newcomb, Eugene Carr, Carl George, WGAR; Vernon H. Pribble, Howard Barton, Hal Metzfier, WTAM; H. K. Carpenter, K. K. Hackathorn, Robert Greenberg, R. W. Richmond, WHK-WCLE; E. Y. Flanagan, Russell A. Gohring, WSPD; M. F. Allison, WLW; Felix Hinkle, WHBC; R. T. Mason, WMRN; Robert F. Brydle, manager, Statler Hotel; Allen James Lowe, president, Hotel Carter; V. C. Murphy, manager, Hotel Hollenden; Louis H. Alguire, convention manager, Hotel Cleveland; Edward C. Brennan, manager, Cleveland Convention Bureau.

## National Refining Spots

NATIONAL REFINING Co., Cleveland (White Rose gasoline and Enarco motor oil), is placing a total of 100-200 one-minute transcribed announcements on approximately 35 midwestern stations. Announcements start about April 1, and extend for 10 weeks. Business is being placed through recently appointed Hubbell Adv. Agency, Cleveland, which handled the account a few years ago. Account had been with Sherman K. Ellis & Co., New York, in the interim. Stanley Babbington is account executive.

## WEAN, WICC Join MBS

WEAN, Providence, and WICC, Bridgeport, will become fulltime MBS affiliates on June 15, the network has announced. Stations currently are affiliated with the Blue Network as well as with MBS.

# Nation Has Another Cup of Coffee

## *Pan-American Bureau Heavily Promotes Blue Series*

By **MICHAEL A. RAYMOND**
Account Executive
Buchanan & Co.

THE COFFEE industry has become increasingly radio sales-minded as a result of the extensive merchandising program conducted by stations in different sections of the country in cooperation with the Pan-American Coffee Bureau.

An association of Central and South American coffee-growing countries, the Bureau has launched a widespread campaign to make the American people more coffee conscious and it has found that radio is ready to do an outstanding job as a sales and merchandising medium.

### Dealer Stunts

Many of the stations have not been content with merely publicizing the Coffee Bureau's Sunday night Blue Network program; they have gone a step farther and have begun to merchandise their programs—and coffee, with the result that they have not only found their listening audience interested, but local dealers tieing into the campaign through their own commercial programs.

On the other hand, the Pan-American Coffee Bureau in its promotion work has created activities that produced program material, both locally and network.

As a part of their campaign the stations—both independent and those affiliated with the Blue Network—have used screen announcements, direct mail, special events broadcasts, spot announcements and other forms of merchandising media. The Coffee Bureau has cooperated with the stations in their efforts by developing important coffee news and promotion stories that have found their legitimate place in radio.

The Blue Network, which carries Mrs. Franklin D. Roosevelt's *Over Our Coffee Cups* programs, estimates it reaches a potential listening audience of 69,534,000 persons and credits a good portion of this coverage to the merchandising programs carried on by the network's affiliated stations which have exploited Mrs. Roosevelt's importance in national defense.

WFDF, Flint, and KSO, Des Moines, respectively invaded the motion picture house to sell their coffee programs to potential listeners. WFDF used screen announcements five times daily and KSO estimates that it reached about 46,000 persons through motion picture flashes about the Mrs. Roosevelt series.

Other stations made use of direct mail addressed to coffee dealers, selling them on the advisability of tying up with the Mrs. Roosevelt program. WSM, Nashville, sent out 1,123 letters to dealers in its area. KXYZ, Houston, used 974 direct mail pieces; other stations have sent out as many as 500 pieces of merchandising material.

In Terre Haute, WBOW used outdoor advertising by erecting miniature billboards on the busiest intersections of the city to advertise the program.

### Dealer Interviews

Recognizing the historical importance of the series, the Library of Congress accepted the scripts and recordings of the *Over Our Coffee Cups* programs from Eurico Penteado, chairman of the Pan-American Coffee Bureau. Mrs. Roosevelt, Archibald MacLeish and other notables were present at the ceremonies, held last month.

Many stations have adopted the policy of interviewing the local dealer on spot and sustaining programs. Current news interest was given a special broadcast in which James Coleman, coffee buyer and tester for the David C. Evans Coffee Co., described the role of coffee in Pan-American affairs over KXOK, St. Louis. Lois Thompson, home economist of KOME, Tulsa, interviewed Lewis Ware, district representative of Folger's Coffee Co., on the best ways of preparing coffee in large quantities—a topic of special interest to those voluntary organizations which have set up mobile kitchens for home defense and emergency use.

Stan Conrad, director of *Listen Ladies*, a WMFR, High Point, N. C., feature, did a fine merchandising job when he exploited the PACB slogan, "How to Get More Out of Life With Coffee" by interviewing George Rankin, district manager of the Great Atlantic & Pacific Tea Co., on that subject.

One of the big events of the social season was the Coffee Ball at the Waldorf-Astoria, New York. The Blue Network covered the festivities for this country while NBC's International Division shortwaved the program to Latin America.

Co-sponsored by the Pan-American Coffee Bureau and the Goddard Neighborhood Center and masterfully mc'd. by Ben Grauer, the ball was attended by representatives of the leading coffee producing countries, civic and fashion leaders and outstanding entertainers.

### Queens on Tour

Honor guests were the Coffee Queens who came to the United States from each of the seven Pan-American Coffee Bureau countries. While here they were entertained at the White House by Mrs. Roosevelt; newsreeled; interviewed over the Blue Network by Helen Hiett, NBC commentator; locally over stations in Washington, New York and other cities they visited, and shortwaved to their homelands.

When coffee's importance in the nation's Good Neighbor policy became evident, NBC's Alma Kitchell interviewed Roberto Aguilar, managing director of the Coffee Bureau, and other important personalities in the Bureau were asked to go on the air.

In the song writing field, NBC, Broadcast Music Inc., and *Radio Song Hits Magazine* joined forces with the Bureau to launch a "Coffee Song Contest" for the best lyrics interpreting the PACB slogan.

Judging the entries were such well-known radio figures as Dinah Shore, Benny Goodman, Tommy Tucker, Sammy Kaye, Shep Fields, Harry James and Vincent Lopez. BMI was represented by its president, Merritt E. Tompkins; RCA-Victor Records by Leonard Joy; Columbia Records by Emanuel Sacks.

### Tune Reviewed

Radio stations will also participate in the Pan-American Coffee Bureau's revival of the Irving Berlin hit, "Let's Have Another Cup of Coffee". Sammy Kaye and Glenn Miller have recorded new arrangements for Victor, and Xavier Cugat will do the same for Columbia.

RCA-Victor and Columbia plan an extensive campaign for the song through record retailers and distributors, music fans and "juke box" operators. Contemplated in this merchandising drive are a series of "Coffee Matinees" in New York City's Paramount and other theatres being toured by Kaye, Miller and Cugat. At the same time, the tune will be heavily plugged by local roasters and restaurants.

Through these varied activities, the broadcasting stations not only have strengthened their position of leadership in the communities they serve, but have also made a splendid contribution to Pan-American relations and unity.

**MRS. ROOSEVELT** donates manuscripts and recordings of her Sunday night Blue Network broadcasts, sponsored by Pan-American Coffee Bureau, to the Library of Congress as part of the Library's plan to file away documentary broadcasts. Here she is shown presenting a record and manuscript to Dr. Luther H. Evans, chief librarian and director of the Library's reference division. Eurico Penteado, financial attache of Brazilian Embassy (center) is chairman of Pan-American Coffee Bureau.

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## Yuban Coffee Spots

PATON Corp., New York, will promote Yuban coffee in the New York area through its newly appointed agency, Schwimmer & Scott, Chicago, with a heavy schedule of 15-second transcribed announcements placed on WHN, WMCA and WNEW. Announcements will carry the seven-word message, "Oh Mortimer—don't forget the Yuban coffee", and will be heard 15 times day seven days a week on the three stations starting April 13. Contracts are for [illegible] weeks.

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## Recording for Wheaties

JOHN M. SHERMAN, technical director of WTCN, Minneapolis, has been assigned for two weeks to tour the Florida major league baseball training camps to transcribe a series of Wheaties testimonials by big league players to be used in connection with the General Mills spot campaign. He was retained by Knox-Reeves, Minneapolis agency for General Mills radio account, to handle the recordings. William Slocum and Brad Robinson of the agency are also touring the camps.

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## Atlantic Baseball

ATLANTIC REFINING CO., Philadelphia, again is drafting plans for sponsorship of baseball during the coming season, using play-by-play accounts of games in its Seaboard marketing area. Atlantic's agency is N. W. Ayer & Son, Philadelphia.

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WARTIME PRICES and Trade Board, Ottawa, used a large list of Canadian stations for a five-time spot announcement campaign in connection with its regulations. Account was placed through the Department of Public Printing and Stationery, Ottawa.

# *They're Talking About*
# BUSINESS IN BALTIMORE

*Executives of National Brewing Company discussing 1942 plans. Those participating left to right are: D. Stuart Webb, D. Stuart Webb Advertising Services; Leslie H. Peard, Jr., Sales Manager Station WBAL; Arthur H. Deute, President; Pat Roach, General Sales Manager; George Gettman, Advertising Manager and W. V. Roys, Secretary.*

"Now listen, you fellows", President Deute is saying,

"We all know National Bohemian Beer is going over in a big way in this territory. It has fine distribution and we're selling all we can brew.

"While I wasn't so keen about radio advertising at one time I am convinced that WBAL, with its 50,000 Watts, is proving to be a fine 'Invisible Salesman' - one which has had much to do with the outstanding success of National Bohemian in this territory.

"You can put me down as saying I'm for WBAL - and as you know we're using them every day."

**NBC Red**

*The Network most people listen to most.*

WBAL
50,000 WATTS
BALTIMORE

ONE OF AMERICAS GREAT RADIO STATIONS

*Represented nationally by* Edward Petry & Co., Inc.

# Standby Practices Tacitly Approved

## Supreme Court Opinion Holds It Is Known to Congress

TACIT approval of the practice of the American Federation of Musicians requiring "standby" orchestras for radio and other performances, was given by the Supreme Court of the United States in its decision March 2 upholding the right of the International Brotherhood of Teamsters, Chauffeurs, Stablemen & Helpers under existing law to require use of its members on trucks entering the New York area. The opinion, delivered by Associate Justice James F. Byrnes, came by a 6-to-1 vote of the court, with Chief Justice Harlan Stone dissenting.

The issue covered in the litigation was that of purported "forced employment" by labor unions. This same practice has been condemned by the Department of Justice in other industries, and specific mention has been made of stand-bys required in radio, both for studio and transcription production.

### The AFM Method

Apropos the analogous musicians situation, the court said:

"The test must therefore be whether the particular activity was among or is akin to labor union activities with which Congress must be taken to have been familiar when this measure was enacted. Accepting payments even where services are refused is such an activity. The Circuit Court has referred to the 'stand-by' orchestra device, by which a local union requires that its members be substituted for visiting musicians, or if the producer or conductor insists upon using his own musicians, that the members of the local be paid the sums which they would have earned had they performed.

"That similar devices are employed in other trades is well-known. It is admitted here that the stand-by musician has a 'job', even though he renders no actual service. There can be no question that he demands the payment of money regardless of the management's willingness to accept his labor.

"If, as it is agreed, the musician would escape punishment under this act even though he obtained his 'stand-by job' by force or threat, it is certainly difficult to see how a teamster could be punished for engaging in the same practice. It is not our province either to approve or disapprove such tactics. But we do believe that they are not 'the activities of predatory criminal gangs of the Kelly and Dillinger types', at which the Act was aimed, and that on the contrary they are among those practices of labor unions which were intended to remain beyond its ban."

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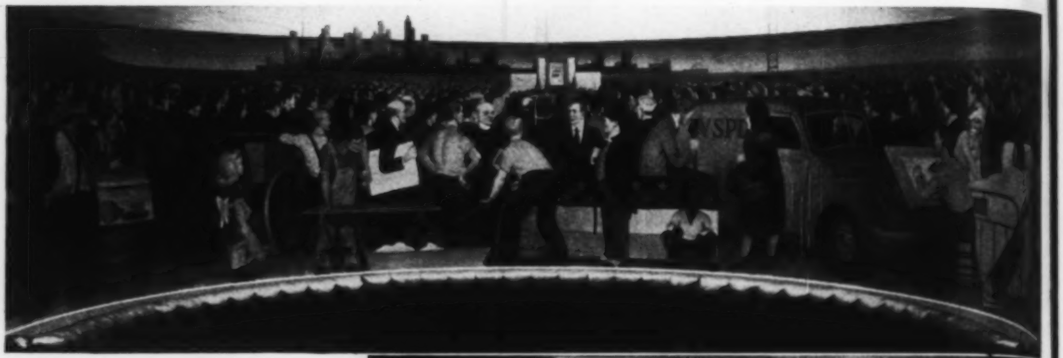
### CBS Forum Returns

RETURNING to the air March 19 after a five-week recess, *People's Platform*, CBS forum, will be heard Thursdays, 8:30-8:55 p.m.



**SYMBOLICAL MURAL** by Robert Kumler, former student of Grant Wood, first greets visitors entering semi-circular reception lounge of the new home of WSPD, Toledo. All studios embrace new theory of dispersion (lower photo), result of researches by Dr. C. P. Boner of the U of Texas. The dispersion method (note curved walls) eliminates dead sound and affords almost perfect acoustical conditions. This is Studio C, one of five in the WSPD building.

# WSPD Occupies Modernized Plant

## New Dispersion Sound System Installed in Studios

NEW STUDIOS of WSPD, Toledo, utilizing the dispersion acoustics theory developed by Dr. C. P. Boner of the U of Texas and also installed by WFAA, Dallas, have been occupied by the station's staff. The new headquarters are now in WSPD's own building in downtown Toledo.

The dispersion system, installed in all five studios, is designed to eliminate dead sound and to facilitate sound dispersion by dispensing with the conventional method of having studio surfaces that blur and de-energize sound waves.

### Curved Surfaces

The new dispersion provides for hard surfaces which break up delayed sound waves by directing it from surface to surface thereby rendering ineffective any tendency to create relative effects into the microphone. Special reflector surfaces are built, curved to locate the stiffener in them so that all frequencies involved in speech and music are accommodated. The new studio technique is regarded as particularly desirable for FM stations.

In keeping with Toledo's position as one of the world's glass centers, glass fixtures have been installed wherever possible. Corridors and studios are inlaid asphalt tile and lined with vitrolite with a blue border. In the circular reception lounge a large mural has been painted by Robert Kumler, noted midwestern artist. Studio layouts and designs were prepared by the WSPD personnel.

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THERE are now 63 Duffy's Taverns in the United States, all named after Ed Gardner's CBS program of the same name.

# *Lack of Synchronized Time a Handicap In Moscow, Asserts Radio Reporter*

A GRAPHIC description of broadcasting from Moscow during an air raid is given by Erskine Caldwell in his new book, *All-Out on the Road to Smolensk* [Duell, Sloan & Pearce, New York. $2.50]. Pointing out that in some countries, especially Germany, transmitters go off the air during raids as they serve as directional beams for raiders, he continues:

"In Moscow, however, the radio transmitters were never shut down, possibly because the Russians believed that it was more important to transmit their programs, but more likely because they had absolutely no fear of anything the Germans could drop from the sky.

### Bomb Behind

"At 1 o'clock my chauffeur and I started out on a dash across the city . . . racing to get to the radio studio to get my script censored in time for broadcast to America. The radio censor was a painstaking Russian who never let anything disturb his routine. He had to have scripts on his desk 30 minutes before broadcast time, or otherwise he would not read them.

"Even before getting the script to the radio censor, I had to receive the Foreign Office censor's stamp, or the radio censor would not even accept it. Since these two offices were in different parts of the city, and since bomb-torn streets had to be detoured, it was no easy task to arrive on time.

"Along the way to the studio a bomb fell directly behind us in the street, the concussion hurling the machine around at right angles. We only avoided a head-on smash-up into an apartment-house wall at the last possible instant when my chauffeur sent us skidding sideways into the bomb crater. We backed out of that while a People's Army demolition squad was running towards us to see if we were still alive, and continued on our way . . . and got to the studio on time.

### 'Like a Padded Cell'

"The studio was operating as smoothly as it ever had. The only difference was that the microphones, mixing boxes, and program personnel had moved down to a basement which had been fitted up Like a padded cell in an insane asylum. The walls, floors and ceilings were lined with thick mattresses. The basement shook when demolition bombs burst nearby, but the sound was muffled and practically inaudible.

"While I was reading my radio-censor- and Foreign Office-censor-approved script a heavy demolition bomb fell in the street a few yards away. I doubt if anyone in the United States listening to one of these broadcasts ever suspected that all hell was breaking loose around the radio station. It was a Class A-1 bomb target. . . .

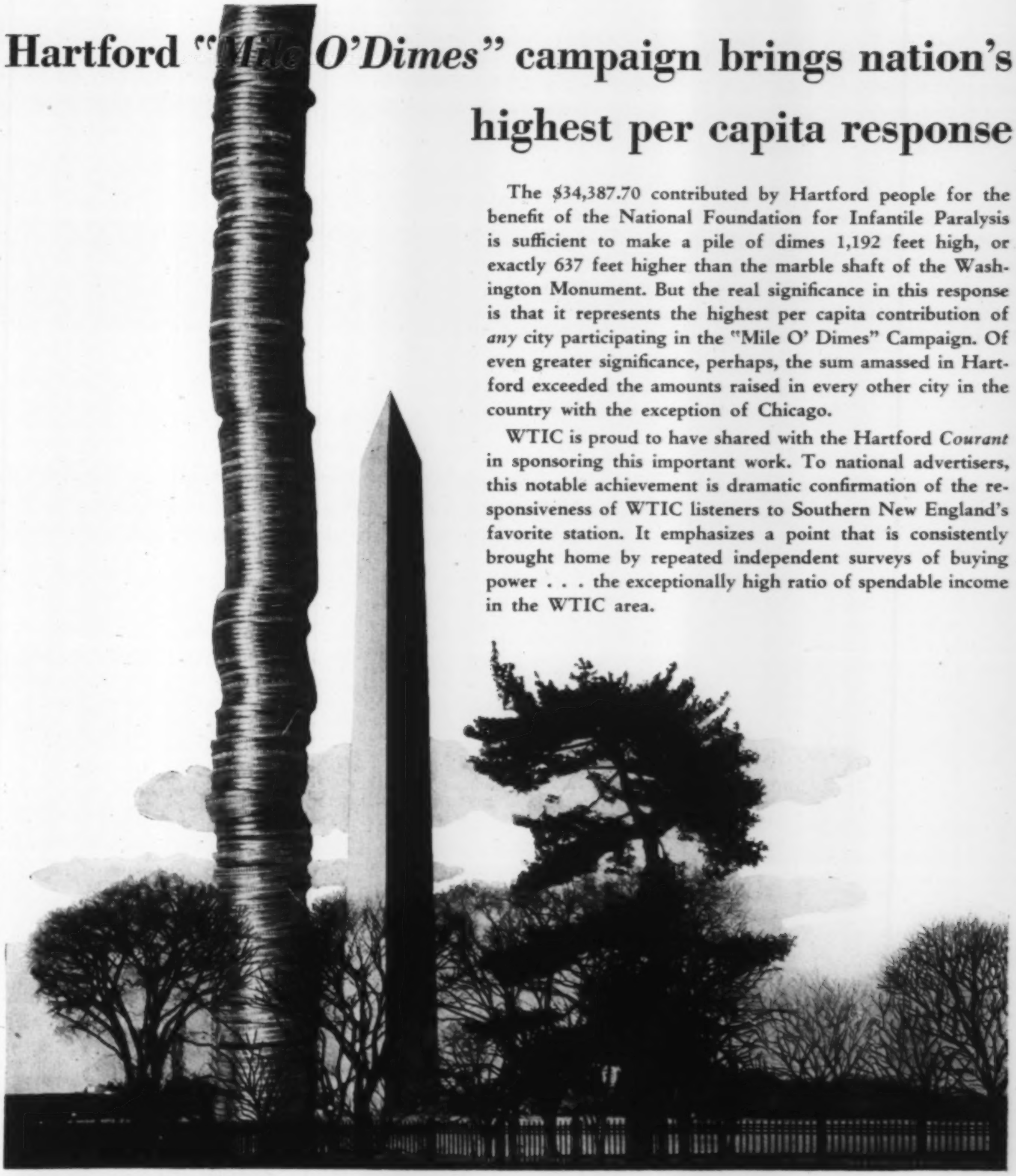
"Getting broadcasts to CBS in New York . . . was a day-and-night

(*Continued on page 42*)

Hartford "Mile O'Dimes" campaign brings nation's highest per capita response

The $34,387.70 contributed by Hartford people for the benefit of the National Foundation for Infantile Paralysis is sufficient to make a pile of dimes 1,192 feet high, or exactly 637 feet higher than the marble shaft of the Washington Monument. But the real significance in this response is that it represents the highest per capita contribution of *any* city participating in the "Mile O' Dimes" Campaign. Of even greater significance, perhaps, the sum amassed in Hartford exceeded the amounts raised in every other city in the country with the exception of Chicago.

WTIC is proud to have shared with the Hartford *Courant* in sponsoring this important work. To national advertisers, this notable achievement is dramatic confirmation of the responsiveness of WTIC listeners to Southern New England's favorite station. It emphasizes a point that is consistently brought home by repeated independent surveys of buying power . . . the exceptionally high ratio of spendable income in the WTIC area.



WTIC
50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

*The Travelers Broadcasting Service Corporation*
*Member of NBC Red Network and Yankee Network*
*Representatives:* WEED & COMPANY, New York, Chicago, Detroit, San Francisco

# Quality vs. Quantity in Defense Drive

## Treasury Shifts From Saturation of Air To Sales Copy

*Editor's Note—Is the Treasury Dept. overdoing its Defense Savings campaign via the radio? There has been frequent criticism to that effect, criticism which is frankly recognized by Vincent F. Callahan, an experienced former radio station manager. In this article, written at our request, Mr. Callahan appraises the criticism, admits that the saturation point has been reached so far as reminder copy is concerned, tells what broadcasters and sponsors can do now and, incidentally, puts in some fine words for the selling job radio has done.*

By VINCENT F. CALLAHAN
**Chief of Radio & Press Sections**
**Treasury Defense Savings Staff**

WHEN the radio campaign to promote the sale of Defense Bonds and Stamps commenced in late April of 1941, the Treasury Department embarked on a field of endeavor which was destined to become the greatest radio promotional campaign in the history of the nation.

The response of radio stations, networks and commercial sponsors to our appeals for time and talent in the great task of reaching millions of Americans with the messages of National Defense and Defense Savings was tremendously enthusiastic.

Since last April, Defense Savings has come a long way—and the effectiveness of radio as a sales medium again has been amply demonstrated.

### Frequent Reminders

When the Defense Savings Program first commenced, and during the months before America became involved all-out in the war, hundreds of thousands of short, punchy announcements about Defense Bonds and Stamps were broadcast over the airwaves of the country. We felt strongly back in those days that in order to insure the success of our program and to acquaint every American citizen with the facts about Defense Savings, frequent reminders were essential in promoting the sale of the Treasury Department's securities.

As a result, we urged radio stations, the networks and the commercial sponsors to broadcast Defense Savings announcements just as often as they possibly could. Everybody rolled up their sleeves and shot those announcements over the airwaves like machine gun fire.

It was wonderful.

When we asked radio stations to give us five announcements a day, we got many times more. Month after month, the total number of announcements climbed until, now, we have just about reached the saturation point—for *reminder* copy.

We feel that to continue using 168,000 reminder announcements a month would be like whipping a dead horse. Radio listeners have almost become inured to the constant, short reminders. It is my feeling, too, that radio stations, commercial sponsors and networks will be hurting themselves by continuing to turn out such a flood of announcements. We all know that radio time is money. And radio listeners make radio time valuable. Too much reminder copy cuts into both markets.

The early educational days of Defense Bond and Stamp promotion are now over. Every potential buyer, every American citizen is familiar with the facts of our program. To radio must go a large share of the credit for so thoroughly acquainting our people with this splendid way of being able to help their Government meet the needs of this war.

### New Methods Suggested

Here may be the answer to how radio can keep on doing its great job for Defense Savings and help instead of hurting its own interests:

There has been some shift, on the part of the individual stations, the networks and sponsors, to broader promotional methods than the short announcements. In place of the brief sales messages, many network programs have undertaken the task of weaving into their scripts or basing whole radio plays on the Treasury Department's message of Defense Savings Bonds and Stamps.

Dramatic programs, for instance, have been able to employ our sales copy in their scripts in a most effective manner, impressing on their listeners — through "life" stories—the extreme importance of the service they render to their country and to themselves by their purchases of Defense Bonds and Stamps. Many musical programs have worked the song "Any Bonds Today?" into their programs, substituting this type of promotion for the repetitious sales messages being too often reiterated.

### Special Programs

Another important promotional method has been the localization of our material by individual stations in many sections of the country. Special programs are being broadcast regularly by scores of radio stations. These broadcasts are built around Defense Savings. Prizes of Bonds and Stamps are awarded in various local competitions designed to heighten enthusiasm in those localities. Local people, well-known and otherwise, appear on many of these programs and state why they are buying Bonds and Stamps, many stations injecting special entertainment twists which are designed to appeal to their particular audiences.

We cannot stress too much the importance of these types of promotion as compared to the frequent repetition of brief announcements urging the purchase of the Treasury's Bonds and Stamps. The ingenuity of writers and the personnel of radio stations has been devoted in numerous cases to special broadcasts which entertain and amuse as well as stress the necessity for buying Defense Bonds and Stamps. I know that their efforts have been productive of excellent results for Defense Savings, the station and the sponsor.

### 'Selling' Copy

What it all adds up to is that the number of Defense Savings announcements broadcast is becoming less and less important. The day of reminder copy is over. What is important is that the millions of radio listeners hear and like radio material that will "sell" them on the idea of buying Bonds and Stamps, regularly.

I would have liked to drop in on every radio station and sponsor—every one has done a great job—and talk all this over. But, of course, this is impossible. However, I'm doing the next best thing. Thanks to the editors of BROADCASTING Magazine, I know I'll be reaching everybody in radio with one man's opinion.

## Federal Program Survey Through Stations Begun

THIRTY broadcasting stations in various categories, selected as representative of all types of stations in the country, last week received questionnaires from the NAB and the Broadcasters' Victory Council as part of a survey to determine the quantity of war information material which stations are able to use. The questionnaires were sent out at the request of the Office of Facts & Figures to aid in determining its policy of coordinating time requests from the Government agencies.

The stations were asked to record for the week beginning March 8 (1) the number of announcements and programs received from the various agencies of Government; (2) number the station was able to use on the air; (3) number the station was not able to use. Requests from quasi-Government and local community agencies such as the Red Cross were to be included, along with those from all branches of the Government.

**PERSONAL EFFECTS** of Gil Hodges, who was to enter the Army last week, went under the auctioneer's hammer (his own) recently. The special events chief of WTAG, Worcester, conducted the auction on a novelty program over W1XTG, WTAG's FM outlet. Trying to get in bids are (l to r): Tony Randall, announcer; Margaret Michaud, music librarian; Barry Barents, announcer; Virginia Hanson, secretary; Phil Brook, announcer; John Dowell, script writer; Auctioneer Hodges; Marcia Rice, WTAG-NBC songstress, and Jean Connelly, secretary.

## Bond Series on 682

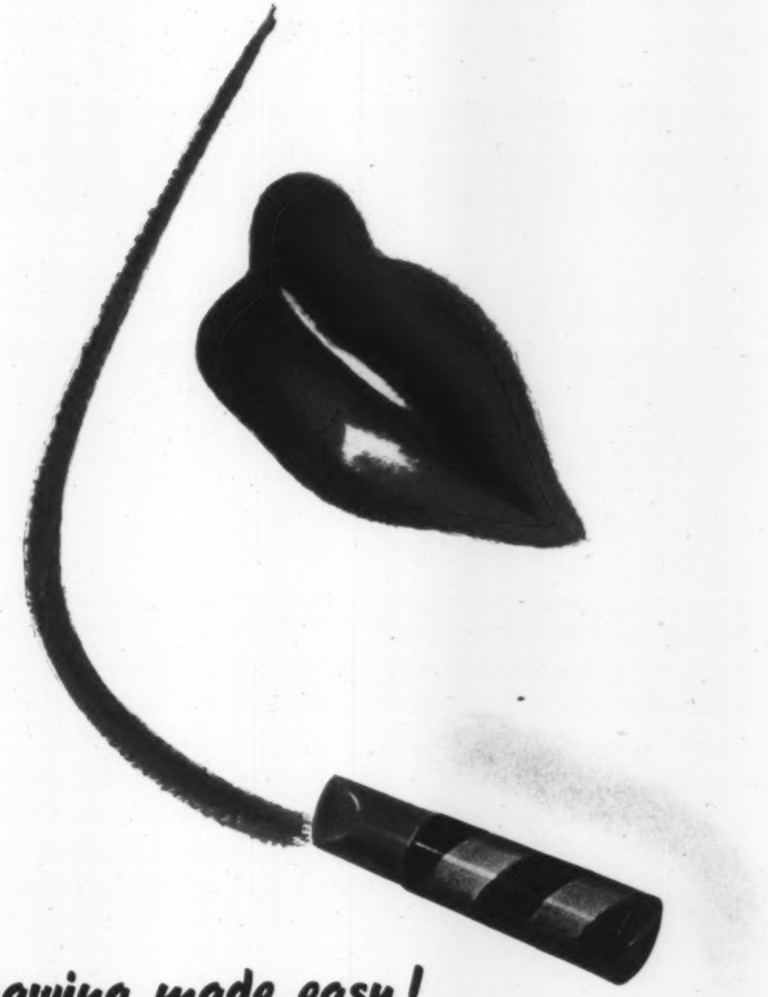
OF THE NATION'S 870 stations, 682 will carry the new transcribed *Treasury Star Parade* series released by the Treasury Dept. to promote defense bonds and stamps, according to Vincent F. Callahan, radio and press chief of the defense savings staff. The new series consists of three 15-minute programs each week featuring three or four stars as well as the music of Al Goodman's orchestra and chorus. This week's series will star Walter Huston as m.c., Frederic March, Florence Eldridge and Enya Gonzalez. Larry Elliot will announce the entire series.

## Treasury Survey

THE TREASURY has issued card forms to all radio stations in the country asking them to send in information regarding the total amount of money invested in Defense Bonds and Stamps for which each station has been definitely responsible. The questionnaire asked for sales in December, January and February resulting from (1) direct sales over the air; (2) prize awards on programs; (3) purchases by station's employees; (4) other sources.

### Treasury Discs in Polish

M. S. SZYMCZAK, member of the board of governors of the Federal Reserve System, a noted leader of Polish affairs in this country, has completed 15-minute transcriptions in Polish for the Treasury's Defense Savings Staff. The transcriptions will be distributed to all stations carrying Polish programs, according to Charles J. Gilchrest, assistant chief of the Radio Section. Copies of the talk in both Polish and English will be sent to all station managers receiving the records.



# Drawing made easy!

This ravishing lady was sketched on a tablecloth by J. T. Whackberry, eminent advertiser.

Authority on women, J.T.—Thinks about them in conferences. Dreams about them!

A bit of Casanova in the old boy? On the contrary, J.T.'s interest is coldly scientific. To him, woman symbolizes the Consumer.

As an advertiser, his chief aim in life is changing Consumers into his Customers. In this field of applied art—well, J.T. really knows how to draw! He just gets on the phone and looks up the Westinghouse station in his markets. His current findings are these:

| MARKET | STATION | PRIMARY AREA |
|---|---|---|
| MID-WEST | WOWO | 556,800 Radio Families |
| NEW ENGLAND | WBZ | 1,503,000 Radio Families |
| PHILADELPHIA | KYW | 1,289,000 Radio Families |
| PITTSBURGH | KDKA | 1,259,000 Radio Families |

Using these stations as his instruments, J. T. has achieved some genuine masterpieces of drawing. So have many other Westinghouse advertisers.

You, too, can draw!

**WESTINGHOUSE RADIO STATIONS Inc**

KDKA KYW WBZ WBZA WOWO WOL

REPRESENTED NATIONALLY BY NBC SPOT SALES

# Engineering Looks to Wartime Demands

## Technical Maintenance Now a Problem As Operating Restrictions Grow

*The recent Broadcast Engineering Conference at Ohio State U, conducted with the cooperation of NAB and IRE, was undoubtedly the most important in radio history in view of the wartime problems of operation and maintenance to which it was practically entirely devoted. Because of its importance,* BROADCASTING *asked Mr. Smeby, one of the conference's moving spirits, to summarize its technical discussions for managers and operators of this country's broadcasting stations in language they can understand. He does so in this article, adding many pertinent personal observations and suggestions. Another article on transmitter operation and maintenance under emergency conditions will shortly be published.*

By LYNNE C. SMEBY
**Director of Engineering**
**National Association of Broadcasters**

EFFECTIVE technical maintenance of our broadcasting system has been a simple matter in the past compared with the difficulties that lie immediately before us. A person could not have listened to the serious discussions of our technical problems at the Broadcasting Engineering Conference Feb. 23-27 in Columbus without being fully impressed with this fact.

Mr. Smeby

There has been much talk concerning the importance of radio broadcasting to national welfare during wartime. In light of what actually has happened to broadcasting in England and in light of numerous statements made by various public officials in this country, the importance of broadcasting can now most certainly be taken for granted. That we broadcasters can depend merely on this fact for our future existence is entirely erroneous.

### The Job Ahead

We cannot depend upon this viewpoint to carry us through this difficult period any more than we can expect an Army to take an objective merely because it has been given an order to do so. Maintaining an efficient system is the war work assigned to us. We cannot expect that our task will be made easy by others doing our thinking and work for us, and by others handing us the materials we require on a silver platter. Everyone else is busy trying to accomplish the war work assigned and we must do everything possible to help ourselves.

The complacent attitude of some who believe that the Government merely has to issue a few regulations in order to maintain us on the air must be abandoned. The prospect for the future under this attitude is that our hitherto efficient broadcasting system will degenerate into haphazard operations, with many stations being forced off the air. After witnessing the serious discussions of the engineers at the conference, there can be little doubt that the broadcast station engineers fully realize the seriousness of our situation.

### Officials Helpful

Over the past year-and-a-half the writer, and many broadcast engineers, have had intimate contact with the engineers and officials of the FCC and the DCB. It has come to be realized that the officials concerned with our technical operation of radio are willing to cooperate to the fullest extent in aiding us to maintain a reasonable technical reliability of service. Three matters of importance have occurred recently to illustrate this.

The industry requested, through official FCC and DCB channels, that operators other than first class radiotelephone men be permitted to operate broadcast stations. The FCC and DCB acted to allow this. We now have a reservoir of 22,000 technicians to draw from whereas we previously were limited to 11,000. This in itself will provide few replacements; however, other factors coupled with this to be mentioned later should operate to aid us.

The industry requested of the Selective Service System the deferment of essential technicians who could not be replaced, until such time as replacements could be obtained from the Technician Training Program sponsored by the NAB. The DCB cooperated in obtaining action by the Selective Service System. The system has indicated that it will very shortly tell its local draft boards to give consideration to requests for such deferments.

### Priority System

Several priority procedures have been tried out in the past. For one reason or another most of these have not functioned very well. The DCB has made a considerable study of this problem. Through initiative taken by the DCB a new Communication Section has been set up in WPB under the direction of Leighton H. Peebles. The Communication Section of WPB and a priorities advisory section of DCB will occupy office space next to each other. The DCB will render advice and assistance to WPB in considering priority requests from communication companies. This system should be operating shortly and it is expected that it will expedite the handling of priority requests from broadcast stations.

These three items illustrate that the FCC and DCB officials are taking steps to aid us in maintaining operation.

Conversations with numerous engineers at the conference indicated that there are a number of station executives who still do not realize the seriousness of our situation. Station managers and executives could well spend more time with their engineers in assisting to solve the rapidly pyramiding difficulties that face them. Our future problems and difficulties revolve principally around loss of personnel, priorities, protection of property against sabotage, fire and theft, and what is to happen with high frequency broadcasting and television. These various problems will be dealt with in light of the information gleaned from the various discussions during the Broadcast Engineering Conference.

### Problem of Personnel

The broadcasting industry has already lost approximately 1,000 technicians. We normally employ about 5,500. In a survey made last summer, it was shown that 76% of our technicians were either in the draft ages from 21 to 35 or they were in the reserves. Under the present draft ages from 20 to 44, this percentage would have been higher. These figures indicate that we can anticipate the loss of most of our engineers and technicians.

In view of the needs of the armed forces for trained engineers and technicians of all calibers, it is the duty of every broadcasting company to release as many of its highly skilled men as possible. Many stations have already been stripped by the draft, by losing men being called up by the reserves and by voluntary enlistments.

Except for finishing up a few pending cases, the recent FCC freeze order relieves stations of the need for engineers who understand allocation problems. Radio broadcasting research has virtually come to a standstill. The engineering activity of most stations reduces to an operating problem.

Some stations therefore may be able to get along without the services of highly trained engineers. This, of course, will make it necessary for someone else in the station, such as the manager, the assistant manager, or the studio manager, to assume the administrative duties of the engineering department. If a studio has an engineering department consisting of a chief engineer, a studio supervisor and a transmitter supervisor, it may be that one or two of these men can be released for service with the armed forces. Thousands of civilian engineers and technicians will be employed by the Army and these men need not meet the rigid Army physical requirements. Therefore engineers who are not physically fit for active duty can be of great help in the civilian corps.

So far as the technicians are concerned, each station should make a careful study of its personnel to ascertain which highly trained technicians can be released for military service.

### Replacement Problem

This whole discussion, of course, brings up the question of replacements. The NAB Technician Training Program for the armed forces will produce a by-product that can be used by manufacturing industries, communications companies and broadcasting.

With an additional month's study a reasonable percentage of the students who have successfully completed the training course can pass the second class radiotelephone operator's license. It is the opinion of the writer that the success of the training program will automatically produce enough replacements for the broadcast stations.

Many stations have technicians employed at their studio who do not have licenses. These men should be encouraged to obtain an operator's license. The necessary knowledge may be obtained by enrolling in a class for such instruction or by home study using an extension or correspondence course of one of our radio schools.

The technicians at a station who have licenses most certainly will be willing to help tutor these men. Stations can also hire apprentices and have them learn while they are on the job. This brings up the problem of union rules at some stations. Conversations with union officials indicate that they are willing, at such time as it is necessary, to allow the employment of apprentices.

There is no question that the quality of our technical staffs will deteriorate as we replace our old experienced men. Before more men are lost, each station should give careful consideration to the formulation of written instruction books on how to operate the station. Such procedure was strongly advocated at the conference by Charles Singer, transmitter engineer of WOR. Mr. Singer said they have lost most of their transmitter technicians. With the aid of instruction books

# *Time-Buying is a "Family" Matter*

## You can sell the complete advertiser-family through promotion in Printers' Ink

DO ALL THE PEOPLE who influence advertising decisions . . . the presidents, board chairmen, sales, advertising and agency executives . . . do they all have a true picture of your market at all times? How they appraise your station collectively is reflected in the business you carry.

Our war economy is changing market conditions so rapidly, executives are compelled to make advertising decisions on the spur of the moment. Keep your true market story before your most important prospects through promotion in Printers' Ink. Be faithfully represented when executives assemble to make decisions.

Advertisers buy like families. As your station supplies sponsors with a direct route to the people who influence family buying, so Printers' Ink offers you quick, low-cost contacts with the many executives who contribute to advertising decisions.

Every firm harbors almost as many opinions about time-buying as there are executives. And, when all the opinions, ideas and facts are chipped into the hopper, out will come *one* decision. It will say: "Your station is on the list," or, "Sorry—next time, maybe."

Printers' Ink can help you win over the advertiser-family. It is welcomed among alert advertisers as the only publication edited to help *all industries* sell their products and services. It is the only publication *truly balanced* in its editorial appeal to advertising, management, sales and agency executives. The large circulation of Printers' Ink allows you to distribute your market facts across the breadth of business and deep into the executive chambers where time-buying decisions are made.

Help your representatives build more business for your station by putting Printers' Ink to work for you now.

### A CASE IN POINT

**PRODUCT:** Drugs.

**APPROPRIATION:** $250,000-$500,000.

**QUESTION:** What officials are factors in determining the media you use?

**ANSWER:** There is considerable discussion among all of our executives as a family group concerning our advertising. Every one of us is vitally interested in its success and takes a keen interest in discussing plans. However, the decisions regarding media are very largely in the hands of our advertising agency, our president and our advertising manager. The sales managers freely express their likes and dislikes and discuss media from the standpoint of the respective sales territories.

KEEP YOUR EYE ON P. I.
8½"
NEW SIZE
NEW DESIGN
11½"

# PRINTERS' INK

The Weekly Magazine of Advertising, Management and Sales
185 MADISON AVENUE • NEW YORK, N. Y.

green men have been able to come into WOR and in a short time be able to perform their duties satisfactorily.

Each station should maintain a catalog of its spare parts showing where each part can be used in the equipment. It is also just as important to keep a catalog of all components in the equipment showing which spare parts can be substituted for each particular component.

### Wages and Hours

The following discussion on wages and hours reflects only the personal observations and opinions of the writer. It is thought that it may be the basis for discussions leading to placing our technical staffs on a war footing.

A regular 40-hour week for technicians is pretty universal in broadcasting stations. The radio men with General MacArthur are extremely lucky if they get 40 hours a week for their personal comfort and rest. He, like all of our other military leaders in the front line, desperately needs radio engineers and technicians. We could do our job efficiently with less men if we had a longer work week. The men thus released could be used to great advantage by the armed forces. Our labor laws preclude a man from working more than a regular 40-hour week without paying overtime.

Until such time as or if the labor law is modified, it is suggested that in some cases a technician may be able to work the regular work week at his own station and then be employed additional hours by a second station in his locality at his regular rate. Some smaller stations have been pretty hard hit due to the shortage of technicians. Higher wages paid by the larger stations have placed an additional personnel drain on the smaller stations. Many small stations have already been forced to pay higher wages. The addition of overtime on top of this is a great burden in some cases.

### New Plan Suggested

In order that a readjustment of work hours be effected and yet retain, to a reasonable degree, the social gains attained, the writer suggests for consideration and discussion in the industry and with labor leaders the following:

1. That the regular work week for broadcast technicians be retained at 40 hours in principle.

2. That technicians be paid for overtime, in excess of 40 hours, at their regular hourly rate for the first eight hours; that they be paid double-time for each hour above 48. Thus the technicians now receiving $40 for a 40-hour week would receive $48 for a 48-hour week. He would receive $2 for each hour he worked above 48.

**CHARMERS** at the dials of WSMB, New Orleans, are Ida Matranga, 20 (left), and Betty Nichols, 17, who have taken over the control room jobs relinquished by two operators called to the colors. They've never had a whit of radio experience, yet are doing a wholly satisfactory job, reports Harold Wheelahan, manager. He adds that the control rooms are a lot neater, too, since the young ladies took over, and suggests their example as one way of meeting operator shortages.

Selection of the 48-hour value in Point 2 is based on the writer's opinion that a man can work efficiently for this time. This is particularly true of most transmitter jobs where the technician eats on the job and does not need to take time to go out for a meal. A man, of course, cannot efficiently "ride gain" this much time per week. However, around most studios the men can be rotated so that they do not "ride gain" for long stretches at a time. The suggestions allow a reasonable expansion of hours per week while at the same time paying the technicians for the additional hours. Precautions are taken to prevent stations from working men unreasonable hours. The provision for double time over 48 hours in a given week is a curtailing influence.

### Material and Conservation

In addition to working longer hours the engineers and technicians who remain in the broadcast station must aid in teaching radio to others. In some cases they can do the actual instructing; in other cases they can cooperate with the regular educators. To train the large mass of radio men required, the educational institutions will need to use instructors, such as physics men, who are not versed in the art of radio but know the art of teaching. The broadcast station engineers can be of great help to this class of instructors.

Broadcast stations can aid this program by lending test equipment to the schools for the laboratory periods. The engineers will be particularly useful in aiding the instructors to make the proper setups for the experiments.

The future outlook, from the personnel angle, is that we are in for a very rough time. We all must work longer and harder and there must be the utmost of cooperation between all parties concerned.

The Government has recognized our importance by granting us the defense rating of P-10 for repair and maintenance equipment. This is a recognition in principle and does not in itself net us much equipment. It has been stressed many times before that the Army and Navy can use all of the radio equipment that can possibly be produced and that new manufacturing facilities are being provided to supply the huge demands.

We still obtain some material on a priority basis; however, we are rapidly approaching the point where materials of many kinds must be allocated to us if we are to continue operation. An allocation system is practically in effect now so far as some types of vacuum tubes are concerned. Certain types of tubes are now allocated to stations out of the supply that nominally would have gone to our armed forces. We require approximately 300 tons of material for maintaining our broadcast system during a year, according to figures compiled by the NAB for the year 1940. This figure was arrived at during a meeting attended by manufacturers of approximately 90% of all broadcast equipment. In the opinion of many, an efficient broadcasting system has a value to the country commensurate with diverting this much material to its use. An army in the field fights better if it knows that the people back home are back of it.

Radio broadcasting can and does contribute in a large measure to maintaining the public morale. We are therefore justified in asking for enough material to maintain a reasonably efficient system. We are not justified in asking for one ounce of material more than is absolutely required to do the job. We therefore must give serious study to ways and means of conserving equipment.

This subject was dealt with at great length during the Ohio Engineering Conference. The engineers at the conference took this subject extremely seriously and out of the discussion has come a great many worth while ideas for conserving material.

Mr. Singer described the work done by WOR in conserving life of vacuum tubes, and Hecter Skifter, chief engineer of KSTP, during the session on "Conservation of Material" brought out many additional worth while ideas.

### Efficient Methods

As Mr. Skifter aptly put it last week, the problem in regard to tubes is principally that of obtaining the life that is built into vacuum tubes rather than conserving them. It was pointed out that tubes with tungsten filaments could often be run at reduced temperature, effecting a saving in tube life. Thoriated and oxide coated filaments should be held very closely to their rated voltage.

Filament voltmeters should be checked against a meter of good reliability and the filament voltage should be measured directly at the terminals of the tube. Stations now operate by measuring the power directly in the antenna. Many stations have not paid any particular attention to the efficiency of their output amplifier since they have gone to this type of operation.

Mr. Skifter urged that attention be given to this matter in order to raise the efficiency as high as possible and thereby reduce the plate dissipation and save on tubes. It was also recommended that the efficiency of the lower stages in a transmitter be carefully checked. Many other ideas were advanced for conservation of vacuum tubes and equipment.

In regard to other equipment, the members of the conference were advised to examine each component of the transmitter to determine if it was operating in the most satisfactory and safe manner. It was pointed out that RF fires are often started because the equipment is not kept meticulously clean. A fire is usually accompanied by destruction of equipment.

### Equipment Survey

Mr. Skifter suggested that all spare equipment around each station, including equipment which has been considered obsolete in the past, be carefully surveyed to ascertain its possible use.

It is believed that if the broadcast stations show they have put forth every effort to use all equipment economically, that the priority authorities will grant sufficient equipment to maintain a reasonably reliable broadcasting service.

Proper maintenance of equipment will help prolong the life of equipment. The maintenance schedule of each station should be carefully surveyed. The schedule should be outlined in the station's instruction book so that new men can readily learn how to properly maintain the station.

We should not lose sight of the fact that the needs of the armed forces come first and these may become so stringent as to further curtail materials available for broadcasting stations. This may mean curtailing of hours per day on the air and it may even mean in some cases the cessation of operation by some stations.

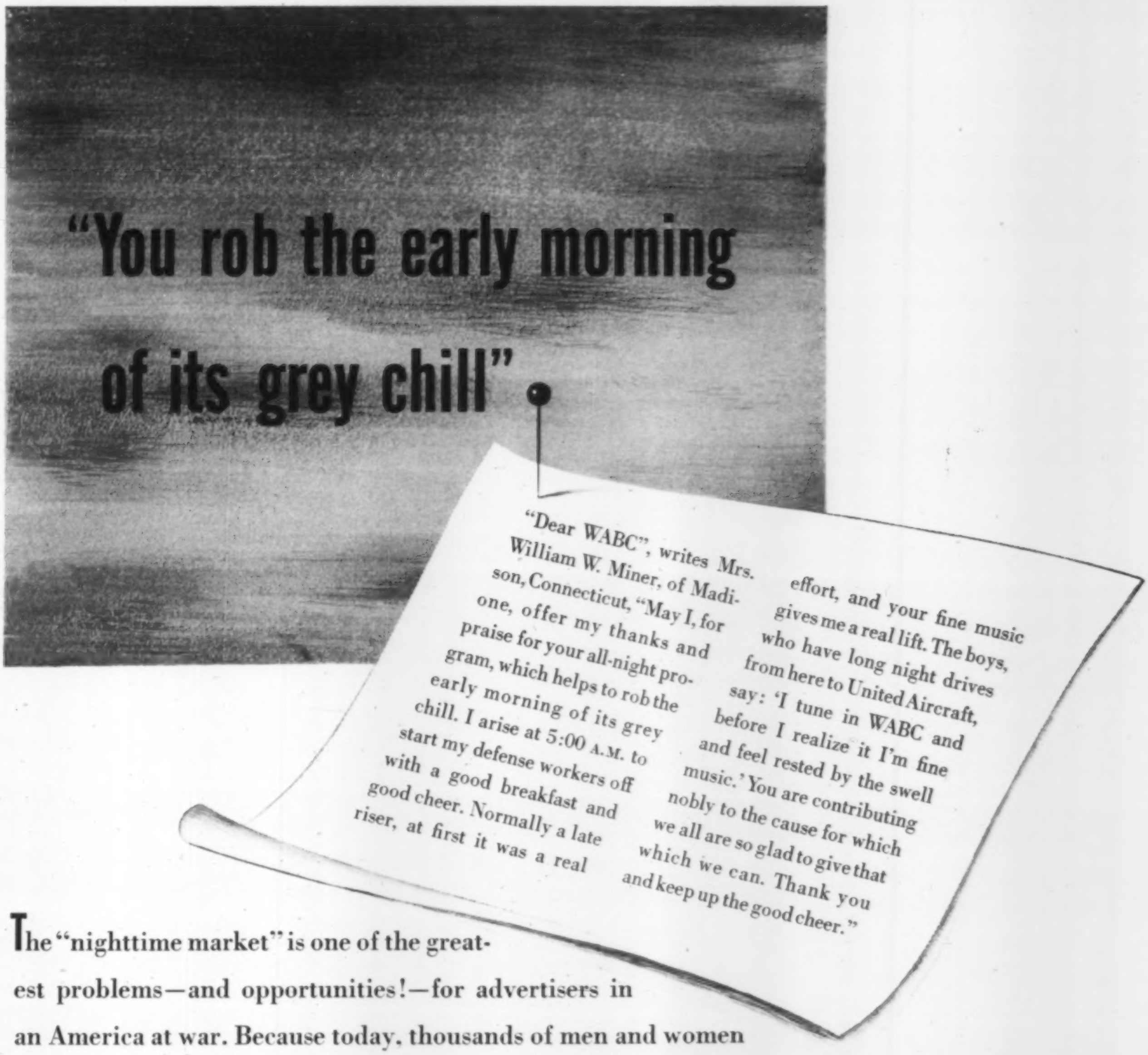
### Television and FM

The authorities have yet to make known their stand on the future of television. At the conference E. K. Jett, chief engineer of the FCC, upon being queried, stated that the future of television was being given very careful study.

It seems to the writer that there can be little, if any, development of high-frequency broadcasting in view of the "freeze order" covering the standard band and in view of the great demand for technicians and the great demand of the armed forces for communication equipment. Receivers for the general public will not be manufactured after about three months from now. This order supposedly applies to FM as well as television.

As the public cannot obtain receivers for these new services, it would seem rather pointless to use material and man power in expanding and maintaining the transmitting facilities. It is not outside the realm of possibility that these services will be ordered to close down entirely. This would save some repair and replacement material and it would also release a

# "You rob the early morning of its grey chill"



"Dear WABC", writes Mrs. William W. Miner, of Madison, Connecticut, "May I, for one, offer my thanks and praise for your all-night program, which helps to rob the early morning of its grey chill. I arise at 5:00 A.M. to start my defense workers off with a good breakfast and good cheer. Normally a late riser, at first it was a real effort, and your fine music gives me a real lift. The boys, who have long night drives from here to United Aircraft, say: 'I tune in WABC and before I realize it I'm fine and feel rested by the swell music.' You are contributing nobly to the cause for which we all are so glad to give that which we can. Thank you and keep up the good cheer."

The "nighttime market" is one of the greatest problems—and opportunities!—for advertisers in an America at war. Because today, thousands of men and women must work, and then relax, while the rest of America sleeps. To meet that problem—to continue to provide advertising's most penetrating access to *all* significant, *buying* markets—WABC now broadcasts without interruption, 24 hours daily, 7 days a week!

WABC's 1:00 to 6:00 A.M. programs are building large all-night audiences swiftly. Yet sponsorship rates during these hours are unusually low. Call WABC, or a Radio Sales office, for audience data and costs.

# WABC 50,000 WATTS • NEW YORK

**24-HOUR SERVICE TO THE WORLD'S LARGEST MARKET**

**Owned and operated by the Columbia Broadcasting System. Represented by Radio Sales: Chicago, St. Louis, Charlotte, San Francisco, Los Angeles**

number of engineers and technicians for the war effort. The television engineer and the television technician is a highly skilled man in electronics. These men are in great demand for our war effort.

If a general shutdown of these services is ordered, it may be that certain stations will remain on the air because of a particular service that they are rendering. We have at least one FM station functioning in our radio broadcast silencing system. Television is being used in New York City for instructing civilian defense personnel in the proper performance of their duties. Undoubtedly television is more effective for this than is sound broadcasting.

It is probable that if the air raid wardens were to meet in classes for the instruction it would be more effective still. The argument is raised that they will not come to meetings; however, they will meet at somebody's house to watch the demonstration and lecture on television. The first load of incendiaries dropped over New York City or any other American city should quickly make regular classes feasible as it did in England.

### Protection of Property

In view of the fact that the insurance company can probably no longer buy us a new transmitter plant, it is extremely important that we take adequate steps to protect against sabotage, fire and theft. Anyone of these factors can deprive us of part or all of our transmitting facilities to the point where the broadcasting company may need to cease operation for days or even for the duration of the war.

To the writer's knowledge we have not yet had a case of sabotage at a broadcast station in this country. We should not allow ourselves to be lulled into an attitude of complacency by this fact. We are definitely subject to sabotage and should take all possible precautions. There are two types of sabotage. The first is where the property is damaged and the second is where the usual programs of the station are sabotaged and the saboteurs broadcast material to their own advantage.

### Dames At Dials

WOMEN NOW man the controls at KABC, San Antonio. Three weeks ago, Charlie Balthrope, manager, decided to hire a staff of trained women technicians for his control room and eliminate the steady drain resulting from enlistments. Now he reports their efficiency record as higher than that of men in this capacity for any corresponding period of time.

The Federal Bureau of Investigation has issued a bulletin entitled *Suggestions for Protection of Industrial Facilities.* Copies of this pamphlet were distributed by NAB to all broadcast stations through the courtesy of J. Edgar Hoover, director of the Bureau.

The suggestions contained in this pamphlet, while not written specifically for broadcasting stations, should be studied carefully and the property of each station should be scrutinized in order to see how best to protect the property from damage. Of more serious consequence to our welfare is the possibility of subversive elements taking over the transmitting plant by force and broadcasting erroneous material.

Each station should give consideration to a method for informing the local police or armed forces of the trespassing upon the property by a potential saboteur. A study of each transmitter should be made to ascertain how it can be disabled so that subversive elements cannot use the transmitter.

In this connection it should be pointed out that severe measures may be taken to force the operator to restore operation. It has been suggested that the transmitter be thrown onto a dummy antenna thus preventing radiation and at the same time leaving the transmitter apparently operating normally to an observer in the transmitter plant. If the studio operator monitors continuously off the air, then he can give the alarm to the safety officials. The industry may receive further direction from the DCB on this point.

### Fire and Theft

Fires that have done extensive damage to broadcasting equipment have been rare. However, we have had numerous small fires. We may have become rather lax in taking proper precautions against fire due to the fact that replacements were readily procurable, according to a statement by J. D'Agostino at the conference. A fire may do extensive damage, and difficulties in securing repair parts may preclude the station from continuing operation for days or even for duration of the war.

It has been suggested that a fire expert inspect the transmitter and make suggestions for improvement in the safety precautions already taken. It probably will be difficult to obtain additional fire fighting equipment in some cases. However, an expert in the art of preventing fires can often suggest common sense precautions that require little or no additional material. It cannot be stressed too strongly that a fire at this time may put a broadcasting company out of business for the duration of the war. All fire fighting equipment should be inspected periodically to see that it is in operating condition. A guard on the property at all times cannot only watch out for sabotage, but he can also detect fires before they assume serious proportions.

Certain precautions are ordinarily taken against theft. The loss of certain parts of a transmitter through theft could easily force a station to remain off the air for a matter of days and extensive theft may put a station off the

1st
1st
50,000 WATTS
720 KILOCYCLES

TWO WGN FIRSTS THAT COUNT

AMONG CHICAGO radio listeners, as demonstrated in a survey among Chicago families conducted by an independent research organization. Both men and women chose WGN as "the most outstanding radio station in Chicago."

AMONG LOCAL and spot advertisers. WGN holds a substantial lead over all other major Chicago stations in the volume of local and national spot business.

WGN A Clear Channel Station

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y.

PAUL H. RAYMER CO., Los Angeles, Cal., San Francisco, Cal.

air for the duration of the war. Each station should carefully survey its protection against thieves and take steps to prevent them from entering the property. Here again a guard on the property will add to the effectiveness.

### Emergency Steps

The writer has dealt mainly with transmitter plants. If studios are lost or damaged, chances are that emergency steps can more readily be taken to restore service. However, such is not the case with a transmitter plant. The principles outlined for transmitter plants should be followed for protection of studio facilities.

The broadcasters of the country are charged with a wartime duty which cannot be neglected without serious consequences. Probably no one will ever thank us for doing a good job but we will receive wide condemnation for not doing so. Most stations have dealt quite extensively with the war time problems of program content and conduct on the air. Our engineers have given very serious consideration to the problems as they effect reliability of operation. The engineers must have the wholehearted support and cooperation of the management.

The high degree of technical perfection of our broadcasting system was brought about mainly through the enthusiastic hard work of engineers and technicians who, for the most part, took up radio as a profession after it had been their hobby. To newcomers in the profession, the work has been so fascinating that the infectious enthusiasm of the older men in the profession has caught on readily. The broadcast engineers and technicians of the country are ready and willing to do their part. The temper of the conference indicated that the engineers and technicians will not be found wanting.

## 'MAKE IT LAST'

### Cohan Urges CBS Engineers To Save Everything

BECAUSE of the "freeze order" on many of the supplies and equipment necessary to domestic broadcasting for the duration, E. K. Cohan, CBS director of engineering, has sent out a defense memo titled "Make It Last" to all CBS technicians.

"To maintain our operations at the highest technical efficiency," the memo reads, "we may have been too busy in the past to salvage any material that was not just perfect. That practice has to go by the board. As far as it is compatible with efficient broadcasting, we must save—and use—any part that has some utility left in it . . .

"Now is the time to start exercising the ingenuity that characterized early-day broadcasting. If an equipment problem comes up, don't look for the answer in the stock supply. We must find the answer by ingenious use of available materials and whether it can be made in your workshop."

**FM IS EFFEMINATE IN** the control room of W47NY, New York, high-frequency station of the Muzak Corp., as Marjorie E. Allen rides the gain. Miss Allen's versatility as a transmitter technician is proven by her three FCC licenses, which include tickets for commercial broadcasting and second class radio telephone, and a certified award from the ARRL for proficiency in taking code. She is also teaching a bi-weekly class for women interested in radio operation.

## Mexicans Organize

A MEXICAN association of broadcasters was formed recently with Emilio Azcarraga, owner of XEW and XEQ, Mexico City, as president. Known as the Camara Nacional de la Radiofusion, the organization will act as a clearing house for the Mexican radio industry. Lic Jose Luis Fernandez, official attorney of Cadena Radiodifusora Mexicana, will serve as secretary.

## *TEACHING BY RADIO RAPIDLY EXPANDING*

EDUCATIONAL radio, on the whole, is one of the most rapidly expanding and promising frontiers of education, and the Office of Education has been and can be of major importance in aiding educators to develop this new scientific aid to education.

This claim is made in the 1941 annual report of the Federal Security Agency which states that despite the closing of the agency's educational radio project, financed by WPA funds, the long-range Educational Radio Script Exchange services to schools, colleges, radio stations and citizen groups has continued.

The report states more than 1,600 groups were given service during 1941, an increase of 33% over the previous year. A new supplement has been added to the Script Exchange catalog containing 233 scripts.

A survey conducted by the FSA discloses that 2,700 schools with a total enrollment of 2,000,000 have installed playback equipment. Results of this survey, the report stated, have led to a further development of the agency's educational transcription exchange service. College and university courses in radio were found to have doubled with the number of institutions offering courses rising to 538.

The report adds that five colleges received FM licenses from the FCC last year and that facts gathered by the FSA enabled colleges to establish facilities for FM outlets.

SOUND: FANFARE (A BIG ONE!)
ANNCR: Here it is ... the announcement we've
been waiting to make!

Construction Permit Granted for

5,000 WATTS!

FULL TIME ON 600 KILOCYCLES

Whatta combination for coverage . . . coverage of the rich "Heart of the Piedmont" of North Carolina and Virginia! We'll deliver more than a MILLION population in our PRIMARY area alone . . . over 138,000 radio homes! . . . When? Ready to roll in approximately three months. Come on along!!

WSJS in Winston-Salem

★ NBC RED
Ask Headley-Reed Company

# Merchandising & Promotion

### Blue Services—Open Time List—Rapport Trips—Post War Query—Breakfast Sendoff

TWO NEW services for Blue stations were launched last week by Earl Mullin, Blue publicity chief. First is a biweekly feature story which will be sent to station publicity directors for placement with one newspaper or local magazine in his territory for exclusive release there, a plan designed to aid local publicity men in their contacts with the press.

Second is a five-minute script of gossip and news about Blue programs, to be sent weekly to program directors for use, either in whole or part, on station broadcasts of program previews. Both of these services will be exclusive, that is, will comprise material not included in the regular press releases to newspapers.

* * *

### Aid For Advertisers

TWO-COLOR FOLDER asking "Where Will Your Business Be After the War?" has been issued by the Advertisers Advisory Council of the Advertising Club of Oakland. AAC was organized to clarify advertisers' policies following the outbreak of the war.

THE NEWS
NEWS AROUND THE CLOCK
EVERY HOUR ON THE HALF HOUR
1130 ON THE DIAL STATION WNEW
THE NEWS

**PROMOTING** its *News Around the Clock* tieup with WNEW, New York, in full-page advertisements and in boxes inserted in the news and radio pages of its daily issues, the *New York Daily News* has three-sheeted the announcement on the more than 400 delivery trucks of the paper.

### Getting Acquainted

TO BUILD closer rapport between the members of NBC's press department and the publicity directors of the individual NBC stations, John McKay, manager of the network's press department, is planning to send his personnel out on a series of one-week field trips, starting about April 1. New York publicists will visit eastern NBC stations, while members of the Chicago and Hollywood publicity divisions will call on stations in their respective territories. Writers' chief job while on tour is to learn how they can better serve their station associates; they will also devote some time to contacting local radio editors.

* * *

### Availability Schedules

PROGRAM availability schedule of WOW, Omaha, as worked out by John Blair & Company, has attracted so much attention that NAB has distributed samples to its entire membership as models that might be followed by other stations. Front cover of each edition is devoted to a promotional message which, along with the listings of the open time, are not lost upon the timebuyers to whom the schedules go each week. Copies are available from WOW on request.

* * *

### Tours for CBS

THOMAS D. CONNOLLY, CBS director of program promotion, on March 9 starts a tour visiting four midwest CBS stations to speak before advertising and Kiwanis clubs on the application of national network radio to local problems, with discussion of shifting markets and listener-habits. His stops will include WCCO, Minneapolis, March 11; KOIL, Omaha, March 12; KMBC, Kansas City, March 16, and KLZ, Denver, March 17.

### Early Morn Inaugural

BREAKFAST, attended by representatives of Iowa Packing Co., Coolidge Advertising Co. and WHO, Des Moines, was held heralding the start of a 7:15 a.m. newscasts on that station sponsored by the packing company. The group, assembled in the Hotel Fort Des Moines, heard the broadcast by News Editor Jack Shelley, who later attended the breakfast.

* * *

### Poll to Poll

REVIVING the theme of its *Alice in Sponsorland* book of last year, the Red Network has issued *'Speaking of Polls,' said the Dormouse*, a folder citing the preponderance of Red Network programs among the leaders in recent popularity polls. Piece is die-cut so that a reverse square, heralding the Red's leadership from poll to poll, is visible throughout.

* * *

### Radio Backstage

INTRICACIES of radio programs are shown by KGW and KEX, Portland, Ore., in a series of weekly two-hour radio parties at the local Neighbors of Woodcraft auditorium. Using the idea as an audience promotion angle, various invitational audiences from community and civic clubs are shown the makeup of a program with full explanations of programming.

* * *

### Bank Displays

WEEKLY window displays in the sponsoring Merchants National Bank & Trust Co. as well as those industries whose executives are interviewed on the bank's broadcasts, are part of the promotion for the *On Display* series on WFBL, Syracuse. Notices calling attention to the program are placed on employes' bulletin boards in concerns involved.

MAKIN' ANY HEADWAY AGAINST INROAD (Ky.)?

We have a hunch that you're not much concerned with making sales headway in Inroad (Ky.). Especially since 54% of Kentucky's retail sales come from the Louisville Trading Area—where 1,331,200 people have 33% *more* money to spend than the rest of the State combined! . . . For an easy, inexpensive invasion of the Louisville Area, all you need is WAVE—the station that gives you *complete* coverage at *lowest* cost! May we send you the whole story?

LOUISVILLE'S WAVE

5000 Watts
970 K.C. . N.B.C. Basic Red
FREE & PETERS, INC.,
NATIONAL REPRESENTATIVES

FIRST station in Indiana in 1924
*and still the*
FIRST STATION in Indiana in 1942
WFBM . . THE HOOSIER STATION . . INDIANAPOLIS
REPRESENTED BY THE KATZ AGENCY

## FOODS FOR VICTORY COVERED IN GUIDE

AN OFFICIAL "food guide" explaining what foods to eat for health and victory was released March 2 by the Federal Security Administration in Washington and is available upon request. The guide, which is supplemented by red, white and blue posters that will soon be placed throughout the country, is part of a campaign designed to make America "nutrition-conscious", and FSA has launched the slogan "U. S. Needs Us Strong —Eat Nutritional Food."

The nutrition campaign, according to FSA Administrator Paul V. McNutt, has the cooperation of the food industry, state and local nutrition committees, and related groups.

The symbolized slogan, together with the official food guide, Mr. McNutt explained, will be given wide distribution not only directly through Government channels, but also through reproduction by industries interested in making this contribution to the nation's wartime program.

"Industries, as well as individuals," he said, "have been asking 'What can we do to help?' Because of the many such inquiries we have received, this office has set up a policy which will enable interested industries to help in making the nutrition story known. These nutrition posters may be reproduced by obtaining permission from this office. This kind of cooperation should help to spread the facts about nutrition."

## SOLDIERS GET THEIR WIRES

### KTSA Program Expedites Delivery of Telegrams To Service Men Hard to Locate

TELEGRAMS, many of them urgent, were pouring into San Antonio from the Army and Navy departments with incomplete addresses that sometimes stymied for six weeks or more the attempts of the telegraph companies to deliver them. In many cases the Government records were so incomplete that addresses merely read, "see directory".

Sensing the acuteness of the situation, George Johnson, general manager of KTSA, San Antonio, hit upon a plan to expedite delivery. He consulted with Col. DeWare, public relations director for the Third Army, offering the services of KTSA. Col. DeWare enthusiastically accepted the plan.

### Daily at Noon

Now each day at noon, KTSA gives announcements of telegrams waiting at the telegraph offices, with names of individuals but no street addresses. Results have been amazing, with records showing that since inception of the new system not one telegram had been lost or delayed longer than necessary.

Commendation came from the telegraph companies, local Army officials and even from Washington. J. Harold Ryan, assistant director of censorship, wrote: "This is a splendid service that you have been giving the public and one for which you are to be greatly commended. We note that the percentage of success is very high, as usually proves to be the case when radio is used. We believe other stations would be glad to have this sort of a thing called to their attention, and suggest that you write an account of this service to BROADCASTING Magazine, if you have not already done so, explaining your handling of the program for the benefit of all broadcasters."

### Sub for Skelton

BROWN & WILLIAMSON Tobacco Co., Louisville (Raleighs cigarettes), effective June 16 for 13 weeks will utilize a program built around Tommy Dorsey and orchestra as summer replacement for the current weekly half-hour NBC *Red Skelton & Co.* The comedian returns in fall being under long-term contract to Russel M. Seeds Co., Chicago agency servicing the account. It is understood that Dorsey will continue next season under sponsorship of the tobacco firm, advertising another product. Dorsey's contract voids all negotiations for the band leader to take over in that capacity on the weekly NBC *Time to Smile*, sponsored by Bristol-Myers Co. (Sal Hepatica, Ipana).

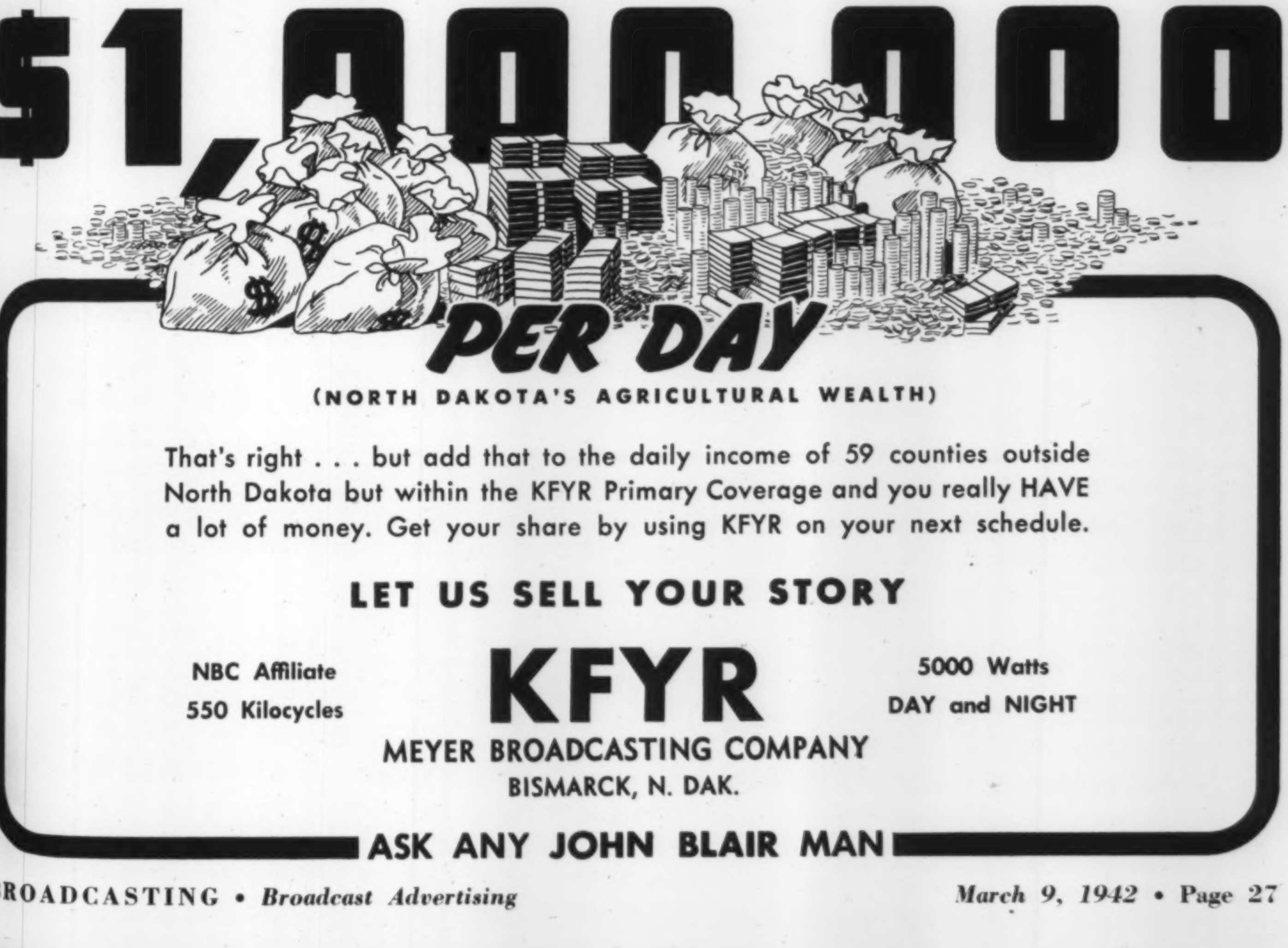
## WELI Air Editorials Mark New Haven Battle

WAGING a battle for the local Defense Council, WELI, New Haven, is conducting *Editorials of the Air* thrice-weekly to acquaint the public with alleged reluctance of local newspapers to publish defense programs and to give information on the part radio must play in war emergencies. John Day Jackson, publisher of the *New Haven Register* and *Journal-Courier*, New Haven's only newspapers, is object of WELI's editorials aired by Carey Cronan, news editor.

The station reports that Mr. Jackson has refused to give the Defense Council aid in its radio setup. It is also reported that the Jackson newspapers have never published a local radio program. The editorials go behind the scenes in the controversy and stress the dollar cost to listeners because the defense programs are not publicized by the newspapers. The station further points out that all other newspapers in the State are carrying defense programs listings.

### Detroit Radio Column

FIRST radio column to make its appearance in Detroit in more than five years was carried in the March 1 Sunday edition of the *Detroit Free Press*, inserted under a reciprocal arrangement between WJR and that newspaper. A line at the bottom noted that it was a WJR promotion. The contents followed closely the usual style of a gossip column, carrying bits concerning WWJ, CKLW and WXYZ as well as WJR personalities. WJR and the paper swap spots for space.



$1,000,000

PER DAY

(NORTH DAKOTA'S AGRICULTURAL WEALTH)

That's right . . . but add that to the daily income of 59 counties outside North Dakota but within the KFYR Primary Coverage and you really HAVE a lot of money. Get your share by using KFYR on your next schedule.

LET US SELL YOUR STORY

NBC Affiliate
550 Kilocycles

KFYR

5000 Watts
DAY and NIGHT

MEYER BROADCASTING COMPANY
BISMARCK, N. DAK.

ASK ANY JOHN BLAIR MAN

DOING THE REA

FOR THE ADVER

IN THE GRE

CINCINNATI MA

FIFTY GRAND IN

A. JOB

ERTISER

ET

ARKET

*L. B. Wilson*

# WCKY

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## Strategy of Truth

KEEP A WEATHER EYE on the Office of Facts & Figures, whether you're a sponsor, an agency or a broadcaster. Its role in the Washington war scene is becoming increasingly important day by day, particularly insofar as radio is concerned. We have the assurances of its chief, the poetic but none-the-less realistic Archibald MacLeish, that it isn't going to be a Ministry of Propaganda in any sense.

But there's no use caviling or kidding ourselves about the word propaganda, a word which Mr. MacLeish himself said during the *University of Chicago Round Table* the other day "can't be laundered, can't be washed." We're using propaganda on the radio, and the Government is using propaganda on the radio, and we must continue to use it as a weapon of war.

It was to keep the radio propaganda effort in proper channels, freed from the confusion of the ideas of each and every public relations officer of the Government departments and bureaus, that OFF's radio division was set up, headed by William B. Lewis, to be the fountain head of the radio war information effort. It will direct and advise on what to concentrate upon and when; it will not issue *orders* but it will serve as a check upon the outright demands being made by some of these holding office, high and low.

Mr. MacLeish's idea and Mr. Lewis' is that they can funnel to the broadcasting fraternity what Washington wants them to stress at a given moment as determined by the higher strategy; that is the purpose of their proposed system of "information priorities" shortly to be issued, as reported in this issue and last. But they are *not* going to *force* you to broadcast anything, and non-governmental broadcasts will continue to be the individual broadcaster's own domain.

Our observation of the OFF radio division thus far, after watching its work with eagerly cooperating agency, network and station committees, is that it has its feet on the ground despite the great pressures being exerted upon it. Mr. MacLeish, who obviously has the President's confidence and who is rapidly winning the confidence of the many Government leaders with whom he is working, isn't just a starry-eyed dreamer. His record with *Time* and *Fortune*, where he served not only as a writer but as an administrator of many special editions, revealed he has a fine executive as well as editorial sense. He has surrounded himself with highly capable assistants, who swear by him because he is so receptive to other people's ideas. More than that, he has the power to execute those ideas.

It remains to be seen just how well OFF will fulfill the radio end of its mission, but it certainly deserves every cooperation from the broadcasters. Its basic motive, so far as radio is concerned, is to maintain the democratic way both as to the institution of broadcasting and as to what goes out over the wavelengths. Call its methods propaganda if you like, but Mr. MacLeish doesn't regard himself as a Dr. Goebbels. He wants to *direct* radio's war thinking but he doesn't want to *control* it. He believes, as he has publicly stated, that a strategy of truth will inevitably defeat the totalitarian type of strategy of terror.

## Worth Freezing

EVERYTHING and everyone must be subordinated to the war effort. Hence the new "freeze order" adopted by the WPB and FCC will, if rigidly administered in the face of pressures and the wide discretionary powers it still leaves with the Commission, curb perfectly normal ambitions to squeeze into or improve positions in the broadcast spectrum.

But this is war, and it is just as well that the established broadcasters should concentrate *all* their energies now upon service to Uncle Sam and his fighting forces—service which can only be maintained if they can keep their program and business structures intact.

While on the subject of freeze orders, we'd like to see frozen at least for the duration (1) the whole network-monopoly dispute, about to be placed in the lap of the Supreme Court; (2) the Dept. of Justice's anti-trust proceedings against the networks, which Thurman Arnold could hold up just as easily as he has dropped certain suits at WPB's request because they might impede war production; (3) the newspaper-ownership issue, now in the hands of what ought to be a disillusioned Commission majority; (4) the multiple ownership issue, which might, if pressed to its goal, force station shifts and sales at a time when individual station owners can probably find buyers no more easily than has the Blue Network.

Leaving aside the merits, these were prewar reform efforts aiming at more competition. But competition isn't the issue any more. The construction freeze order itself stifles new competition during the emergency. And, as we've noted many times before, the public isn't demanding these reforms. Nor are the officials in Washington who are directing the war effort and relying heavily on radio's willing cooperation.

## *Guestitorial*

EDITOR'S NOTE—*We often hear how the average listener can flip the switch on the program he doesn't like. But engineers can't. They must hear the program through to the bitter end. You can readily understand why some programs, some entertainers get under their skin. Gather around then and listen to an engineer who has been listening himself for 13 years.*

### THOSE GIFTS AGAIN

**By WALTER H. JOHNSON**
**WIBM, Jackson, Mich.**

IT MAY be just a personal gripe, but we hate to listen to some of the dear announcers of our industry turning into promotion specialists as they go into peoples homes and beg, *actually beg* for gifts. These announcers, mostly m.c.'s on sustainers, use many tricks to promote gifts from the listeners, forgetting they are guests in each home where a radio is tuned to their show.

One favorite way is to start a big build-up "thank-you" announcement for all of the pres-

(*Continued on page 41*)

## Flimsy Whimsy

ENORMOUS contribution to the national welfare and the nation's war effort comes from the *American Sociological Review*. This astute appraiser of the body—politic and human—has discovered that the nation is over-emoting itself because of a new disease known as "radio fatigue".

With tongue in cheek and at least one eye on the susceptibility of city desks to anti-radio copy, this organ of busy savants has discovered that the trouble with the United States today is that it is emitting its energies inefficiently—all because of radio listening. Without an outward sign of whimsy, this organ seriously says:

> The first news of the bombing at Hawaii probably released enough energy, caused enough emotion, to build thousands of tanks and bombers—if it could have been directed into proper channels. As it was, it merely produced headaches, stomach-aches, sugar in the urine, loss of sleep and widespread of our most precious national resources—emotional drive. Thus, it damaged morale—for the moment.

And then to insure a nice collection of press clippings, the *Review* astutely utilizes its energies by inserting this comment:

> The press has a professional tradition that distinguishes clearly between the news and 'allegations' and rumors. In addition, the reader is not hurried, can check and compare, and is not so stimulated by printed words as hearers are by spoken words.

Obviously there is danger in fanatical devotion to radio news listening, just as there is danger in overemphasis of education, sugar, religion, liquor or vitamins.

Have you measured the coefficient of audio emotion in your area today?

# *We Pay Our Respects To —*

LUTHER LYONS HILL

SOME DAY you'll hear about Alabama cotton grown in Iowa!

The modern Burbank who achieves this horticultural triumph will be Luther Lyons Hill, formerly of Montgomery, Ala., now of Des Moines where he directs the destinies of the Iowa Broadcasting Co., subsidiary of the famed *Register-Tribune* organization.

Though Luther mustered out of the Army as a captain in 1923, and passed 45 his last birthday, he nevertheless has a hankering for troop duty. Of late, he's been buzzing around Washington, and it wouldn't surprise his friends to see him outfitted in Army brass any day.

His father, Dr. Luther Leonidas Hill, of Montgomery, one of the nation's distinguished surgeons, performed the first successful suture of the heart in this country.

So great was Dr. Hill's devotion to Joseph Lister, noted London surgeon with whom he studied, that he named his elder son for him. Lister Hill, 47, was to have been a doctor, too, but he turned to the law and politics. Today Senator Lister Hill (D. Ala.) is majority whip.

Born Dec. 9, 1896, in Montgomery he attended Stark's University School in Montgomery following grammar school. He was graduated at 19 from U of Alabama in 1916, and won his Phi Beta Kappa key. His fraternity was Delta Kappa Epsilon.

Deciding on an Army career, Luther attended Columbia for one year awaiting entry to West Point, becoming a plebe in June, 1917. World War I had come the preceding April. The course was geared up for the war tempo and he was graduated on Nov. 1, 1918. Receiving orders to join the 19th Machine Gun Battalion, of the Seventh Division, in France, Second Lieut. Hill was given two-weeks furlough before embarkation. The Armistice came Nov. 11, and along with it orders to return to West Point for further instruction.

In June, 1919, Lieut. Hill got overseas, with the Army of Occupation in France, Belgium and Germany.

In 1920, as a first lieutenant, young Hill was assigned to Fort Benning, Ga. the next three years he served at Fort Sheridan, Ill., and at Fort Des Moines. After the latter tour he decided to head for the tall corn country. He met the charming Mary Hippe in Des Moines and in 1921, she became Mrs. Hill. He also met the Cowles' family—Gardner Sr., Gardner Jr., daddy of the Cowles' radio enterprises, who directs the R-T, *Look* Magazine, and is president of the Cowles stations; and John, who operates the *Minneapolis Star-Journal.*

After nine months working in Des Moines an opportunity opened with an old-line investment house. Starting as a clerk, he became secretary-treasurer in 1926 of Polk, Carley & Co. Two years later, he became president of McMurray-Hill & Co., his own investment company. In 1932, when Gardner Cowles Sr. became director of the Reconstruction Finance Corp. in Washington, he asked Mr. Hill to join him as financial advisor in the capital loan division. In November, 1933, after the senior Cowles had returned to Iowa, Luther decided to follow. He rejoined McMurray-Hill but on June 1, 1935, was asked to take an executive position with the Cowles organization. By Jan. 1, 1936 he was vice-president and general manager of IBC, then operating KSO and KRNT, Des Moines, and WMT, Cedar Rapids. When Gardner Jr. personally acquired WNAX, Yankton, in 1938, its executive direction also was assigned Mr. Hill, who continued to headquarter in Des Moines.

Though Luther is loath to talk about the balance sheet, testimony during the newspaper hearings before the FCC a few weeks ago revealed that the stations had shown losses of some $200,000 in the earlier days. Now they are well in the black.

Last Jan. 20, the Cowles stations' board held its last meeting. Luther Hill became executive vice-president. Two of its veteran executives —Craig Lawrence, assistant general manager in Des Moines, and Phil Hoffman, general manager of WNAX, were elected vice-presidents, in keeping wtih the Cowles' policy of rewarding faithful and efficient service.

When Executive Vice-President Hill isn't riding the Cowles circuit, he can be found riding a favorite mount. His trophy shelf reflects his prowess as an equestrian. In 1923, he carried off top honors in the International Livestock Show, hunter class. Tennis also is a diversion.

Luther is a director of the Rollins Hosiery Mills in Des Moines. He is active in industry affairs and attends all conventions. He's a member of the Des Moines Club, Wakonda Country Club and the Pow-Wow Club, a well-known discussion group. Luther L. 3d, 19, is a student at Williams College. Mildred Hippe Hill, 13, attends school in Des Moines.

Four miles outside of Des Moines the Hills have 17 acres—a sort of miniature farm in Iowa. And that is where Luther Hill may some day perform his Burbankian feat of growing Alabama cotton.

# *Personal* NOTES

**GRAHAM SPRY**, former CBC commentator from London, and one of the founders of the Canadian Radio League in 1930, has been appointed personal assistant to Sir Stafford Cripps, Deputy Prime Minister in the British House of Commons.

**H. VERNON ANDERSON**, manager of WJBO, Baton Rouge, La., received a commission in the Navy Feb. 27 and was immediately ordered to active duty.

**JAMES M. PATT**, who transferred from WBBM, Chicago, to WKRC, Cincinnati, in 1939, has been promoted to sales promotion manager of WKRC, taking the place temporarily held by Dave Ward, who returns to announcing and writing. Orin J. Bellamy, former branch manager for Airway Branches Inc., has been named to the WKRC sales staff.

**MARC CHACONA**, of the commercial staff of WFBL, Syracuse, is now in the U. S. Marine Corps.

**LOU POLLER**, part-owner and former manager, WARM, Scranton, Pa., has joined the Marines.

**ALVIN BRAMSTEDT** has been named assistant manager of KFAR, Fairbanks, Alaska.

**MONTE MEYER** has been promoted to commercial manager of WCAR, Pontiac, Mich.

**ALVIN G. PACK**, KDYL, Salt Lake City, sales staff, is the father of a girl.

**PLAUTIUS I. LIPSEY Jr.**, formerly with Associated Press in this country and abroad, and previously with the now dissolved Universal News Service, has been named assistant coordinator of international broadcasting of the Donovan Committee, acting in the place of Stanley Richardson, now loaned temporarily to the Office of Censorship in Washington.

**HELEN KING**, formerly in promotion consulting practice in New York, has been appointed promotion director of WEBR, Buffalo.

**WILLIAM HILLPOT**, program manager of the Blue Network prior to its separation from NBC, has joined the radio division of the office of the Coordinator of Inter-American Affairs to handle programs.

**ROBERT WILLIAM SARNOFF**, son of David Sarnoff, president of RCA, is engaged to Esme O'Brien of New York. He is with the Office of the Coordinator of Information.

**H. I. TALBERT**, manager of the Elizabethton studios of WJHL, Johnson City, Tenn., is the father of a baby girl born Feb. 17.

**GEORGE HUFFMAN** has left the sales staff of WHIO, Dayton, O., to join the Douglas Aircraft Co. with an overseas assignment.

**GORDON BUTLER**, formerly general manager of Edwin Strong, New York, has joined Universal Recording Co., New York.

**WILLIAM FRANKLIN** has joined the commercial staff of WJTN, Jamestown, N. Y., to replace William Eckman, who will join the Army Air Corps.

**FRANK J. BATTEN**, formerly advertising manager of the Leavitt Co., New Hampshire department store, has joined WFEA, Manchester, N. H., as sales director.

**CHET WHEELER**, manager of KWIL, Albany, Ore., has been appointed to the Oregon Defense Nutrition Commission.

**EMORY LAWRENCE**, formerly assistant merchandising and sales manager of Westinghouse Supply Co., Baltimore, and at one time western sales manager of the old Schick Razor Co., has been appointed to the national advertising staff of WFBR, Baltimore.

**EDWARD J. LORD** has resigned as manager of WALB, Albany, Ga., effective March 1, to become general manager of WLOF, Orlando, Fla.

**ELLIOTT ROOSEVELT**, Army Air Corps captain, has been transferred to Hammer Field, Fresno, from Muroc, Cal. His wife and three children will join him at Fresno.

**BOWEN HAWKINS** has been promoted to local sales manager of WIBX, Utica, N. Y., replacing Leonard Garvey.

**MILTON KRASNER**, president of the Emkay Assoc., North Arlington, N. J., has enlisted in the Army Air Corps.

**OSCAR KATZ**, supervisor of statistical records of the CBS research department, has left to do radio research work with the Bureau of Intelligence of the OFF.

## Trammell Improves

NILES TRAMMELL, NBC president, was able to spend some time each day out of bed last week at the Roosevelt Hospital, New York, where he is recovering from an appendectomy. If his progress continues, it is expected he will be able to leave the hospital within the next two weeks, when he will go south, probably to Florida, to complete his convalescence.

# BEHIND the MIKE

**DONALD G. CASWELL**, formerly advertising manager of the Public Service Co. of New Hampshire, has joined WFEA, Manchester, as production manager.

**BOB HIESTAND**, KFI-KECA, Los Angeles, producer, is the father of a boy born Feb. 20.

**CHARLES ANDERSON**, KFI-KECA, Los Angeles, announcer, has reported for active duty in the Army at Denver.

**MERRITT COLEMAN**, formerly with Columbia Artist Bureau and Music Corp. of America, has replaced Harry Glaeser as staff assistant in the CBS program operations department. Glaeser joins the Ferrying Command of the Army Air Corps as a second lieutenant.

**EDWARD WITANOWSKI**, Polish announcer of WHOM, Jersey City, has joined the Army.

**LEON CIECIUCH**, head of the Polish department of WHOM, Jersey City, will be honored March 19 at a dinner at the Hotel McAlpine, New York, in celebration of his 15th anniversary in radio, given by his broadcasting associates.

**GEORGE PUTNAM**, news announcer of KYW, Philadelphia, is the father of a boy born Feb. 22. Mrs. Putnam is Ruth Carhart, radio singer.

## Ron's Big Moment

AFTER working anonymously for four years as announcer on the CBS *Ford Sunday Evening Hour*, Ron Gamble had the last say March 1 with: "For the past four years your announcer has been Ron Gamble". The Ford program left the air because the plant is entirely devoted to war needs.

**PAUL KNIGHT** has been named program manager of WPTZ, Philco television station in Philadelphia, succeeding Ted Herr, who was returned to a war industry division of the plant. Clarence Thoman becomes production chief, handling the studio shows as well as remotes. He will be assisted by Bob Johnson. Bill Smith, formerly with the Germantown Theatre Guild, has joined the staff as scenic designer.

**HARRY SCHLAGEL**, publicity director of WPEN, Philadelphia, resigned to return to New York.

**TOM CAFFERTY** has been promoted to chief announcer of KDYL, Salt Lake City, with Ed Letson assuming the post of special events director. Charles Buck, handling KDYL farm programs and contacts, takes on the added duty of educational director.

**FAYVELLE SCHULMAN**, assistant director of publicity and special features of WMCA, New York, has joined *PM*, New York newspaper, as promotion assistant to Edwin Levin.

**JACK STARR**, formerly of KMBC, Kansas City, has joined the announcing staff of KWK, St. Louis.

**WILLIAM MURPHY**, assistant director in the CBS production department, has been called to active service as an ensign in the Public Relations Office, Third Naval District, U. S. Coast Guard Reserve.

**MRS. MARY FRANCES CRAM**, child study expert, has been appointed assistant in the CBS education department. Among the programs she will supervise are *Children Also Are People*, *Spotlight on Asia*, *Living History* and others.

**GEORGE HAMILTON COMBS**, commentator on WHN, New York, is the author of *Himmler—Nazi Spider Man*, published by McKay Publishers, Philadelphia.

**TONY KRABER**, actor, musician, linguist, has joined the program staff of CBS television station, WCBW.

**DAVID HARPER** and James Teale, from the U of Alaska, have joined the announcing staff of KFAR, Fairbanks, Alaska. Lincoln Miller has resigned as program director of KFAR to join KSFO, San Francisco.

**PHIL RYDER** has been promoted to head of the guest relations department of KPO, San Francisco, succeeding William Emery, who resigned to join the engineering department of the De Young Museum.

**ERNIE SMITH**, sportscaster of KYA, San Francisco, has been appointed coordinator for the physical fitness division of the Office of Civilian Defense.

**LEO FREMONT**, promotion manager at WEBC, Duluth, will join the Army March 10. De Alton Neher, WEBC announcer, has been accepted by the Naval Reserve Air Corps.

**JOHN K. CHAPEL**, news analyst at KROW, Oakland, Cal., has been awarded the first honorary membership in the Oakland Fifty-Fifty Club, local civic group.

**BEN GAGE**, Hollywood announcer on the NBC *Bob Hope Show*, has been inducted into the Army. Lou Crosby takes over his announcing duties on that program.

**JOHN DEHNER FORKUM**, formerly of B. A. Schulte Inc., New York theatrical agency, has joined the KFAC, Los Angeles, announcing staff, replacing Jack Little, resigned.

**ROY DRUSHALL**, traffic manager at KDYL, Salt Lake City, is the father of a boy born recently.

**HOMER CANFIELD**, formerly on the Hollywood staff of Tom Fizdale Inc., has joined NBC publicity department there as news editor. He has taken over duties of Matt Barr, now in charge of general assignments and trade news. Barr succeeds Ben Byers who resigned to join the RAF.

**HAROLD GILMAN**, formerly of WSLB, Ogdensburg, N. Y., and Frank Manzari, have joined the announcing staff of KGVO, Missoula, Mont. Bob Walker has resigned as KGVO news editor.

**CARL GREYSON**, announcer of KSL, Salt Lake City, has been asked to submit photographs and voice recordings for a possible movie tryout.

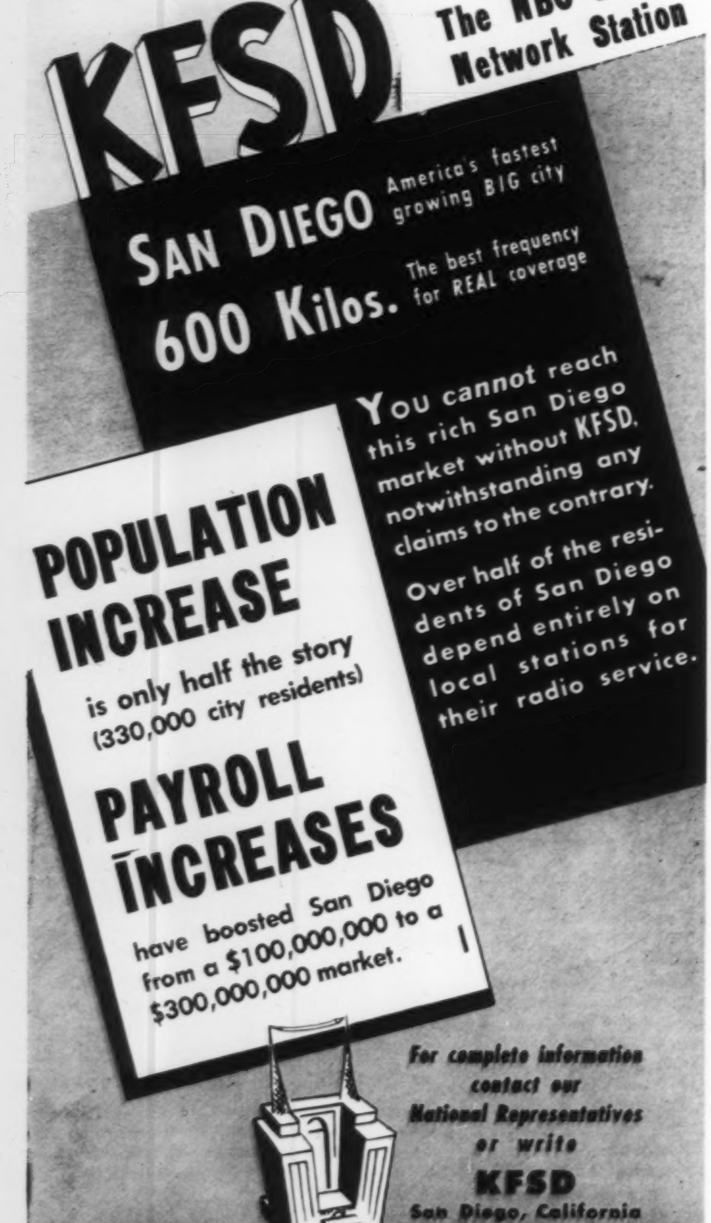
**HUGH BADER**, announcer of KGVO, Missoula, Mont., has resigned to join KBON, Omaha.

**ROGER WILLIAMS** has joined the announcing staff of WTOC, Savannah, Ga.

**NEAL MOYLAN**, special events director of WFBL, Syracuse, and Jim DeLine, announcer, are fathers of baby boys born last month. Ray Gantter, WFBL musical director, is the father of a baby girl, also born in February.

**DON WARD**, new to radio, has joined the announcing staff of W67C, Chicago.

**GORDON MOUNTS**, formerly of WBNS, Columbus, O., has joined the announcing staff of WKST, New Castle, Pa.


KFSD The NBC BLUE Network Station

SAN DIEGO America's fastest growing BIG city

600 Kilos. The best frequency for REAL coverage

You cannot reach this rich San Diego market without KFSD, notwithstanding any claims to the contrary.

Over half of the residents of San Diego depend entirely on local stations for their radio service.

POPULATION INCREASE is only half the story (330,000 city residents)

PAYROLL INCREASES have boosted San Diego from a $100,000,000 to a $300,000,000 market.

For complete information contact our National Representatives or write KFSD San Diego, California

National Rep. PAUL H. RAYMER CO. NEW YORK • CLEVELAND CHICAGO • DETROIT SAN FRANCISCO • LOS ANGELES

SPARTANBURG, S.C.

WSPA DELIVERS THE ONLY SATISFACTORY CBS SIGNAL IN SOUTH CAROLINA'S TOP MARKET

5,000 W DAY 1,000 W NIGHT 590KC COLUMBIA AFFILIATE

HOME OF CAMP CROFT

REPRESENTED BY GEORGE P. HOLLINGBERY CO.

**VIRGINIA WADE RYDER**, formerly of WKMO, Kokomo, Ind., and WFIN, Findlay, O., has joined the continuity staff of WCED, DuBois, Pa., in charge of women's activities.

**BOB LA BOUR**, formerly program director of KGU, Honolulu, and WIND, Gary, Ind., has joined the announcing staff of W67C, Chicago. He left Hawaii Dec. 5 two days before the attack on Pearl Harbor for a visit in the States.

**TOM MOORE**, announcer at WIBG, Philadelphia, is awaiting a call from the Army Air Corps.

**DICK COVEY**, announcer at KSO-KRNT, Des Moines, is the father of a boy born recently.

**DON ELDER**, formerly announcer and sports commentator of WDAY, Fargo, has joined the announcing staff of NBC, Chicago.

**JOHN FRAZER**, Hollywood announcer, has been assigned to the weekly quarter-hour commentary featuring Upton Close, which starts March 15 under sponsorship of Union Oil Co., on 6 NBC Pacific Red Stations, Sunday, 3:45-4 p.m. (PWT).

**JOE PARKER**, Hollywood producer, after an absence of several months, has rejoined NBC, assigned to the San Francisco studios.

**EDGAR BERGEN**, Hollywood star of the NBC *Chase & Sanborn Show*, is conducting a brief course in radio writing at the U of California at Los Angeles.

**CHARLES KAHLER** has joined KPRO, Riverside, Cal., as commentator.

**JOHN GORDON**, program director of CKLW, Windsor-Detroit, recently became the father of a boy.

**BARRY THOMPSON**, Toronto, has joined the announcing staff of CFCH, North Bay, Ont.

**AL RUHFEL**, of WSPD, Toledo, has joined the Army.

**JACK WILLIAMS**, announcer formerly of KHBC, Hilo, and KGMB, Honolulu, has joined KYA, San Francisco.

**DON VICTOR** has been added to the production staff of KHSL, Chico, Cal.

**JAMES LANFORD STEADMAN**, formerly of WOAI, San Antonio, has joined the KPO program department, San Francisco.

**DICK WYNNE** has joined KFRC, San Francisco, replacing Norman Paige, who resigned to enter Government service in the Pacific Northwest.

**WILLIAM MANNS**, new to radio, has joined WIP, Philadelphia, as a substitute announcer.

**JAY FARAGHAN**, announcer of KYW, Philadelphia, and Kathleen McPhillips were married Feb. 16.

**WALTER TURNER**, announcer of WWVA, Wheeling, has enrolled in a civilian pilots' training course. Willard Scott, announcer, will soon begin flight training under the Wheeling CPT.

**AL STEIN**, formerly program director of KWJB, Globe Ariz., has joined KIUP, Durango, Col., as announcer-engineer. Richard C. Porter, formerly of KVSF, Santa Fe, N. M., has joined KIUP as engineer-announcer.

**FRANK SINGISER**, newscaster of WOR, New York, will soon be an elementary pilot in the U. S. Power Squadron, after eight weeks' training.

**ROGER BOWER**, senior producer of WOR, New York, became the father of a baby girl last week.

**CY NEWMAN**, sportscaster of WWRL, New York, has joined the announcing staff of WAAT, Jersey City, but will continue his twice weekly *Last Word in Sports* program on WWRL.

**COLIN GROFF**, agricultural specialist, has joined the CBC farm broadcasts staff, with special assignment to interpret for the farm listeners the work of the Wartime Prices & Trade Board at Ottawa.

**GENE GODT**, newsman of WHO, Des Moines, has passed preliminary Army examinations.

**ANDY KELLY**, formerly West Coast manager of J. Stirling Getchell, Los Angeles, has joined the CBS Hollywood publicity department succeeding Leonard Finch who resigned to take a Navy civilian post.

**STANLEY ALTSCHULER**, foreign program director at WJBK, Detroit, has been appointed director of the station's civilian defense activities.

**BILL POPE**, baseball announcer at WENY, Elmira, N. Y., will go to Tarsboro, N. C., training camp of the Elmira Pioneers to record a series of broadcasts.

**JIM McCANN**, announcer, Frank Davis, auditing department, and Joe Durnin of the mail room staff at KYW, Phildelphia, will enter the Army this month.

## Crosley Elevates Carr

HAROLD CARR, veteran production director of WLW and WSAI, Cincinnati, has assumed the general supervision of the announcing staff of the stations, according to James D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting. Mr. Carr succeeds Peter Grant, chief announcer, who is scheduled for induction into the Army March 9. Mr. Grant's assistant, Bill Brown, has been transferred from the announcing to the production department and will report directly to Mr. Carr.

**PAUL SNIDER**, formerly announcer of WAAF and WJJD, Chicago, KCKN, KCMO and KITE, Kansas City, has joined WGN-W59C, Chicago.

**BEN HOLMES**, formerly announcer of WISN, Milwaukee, has joined WHIP, Hammond.

**CHARLENE BIECH**, formerly of KOY, Phoenix, has joined the promotion department of WLS, Chicago.

## Broadcasters Enrolled In Los Angeles Defense

ENLISTING aid in civilian defense of the organized Southern California broadcasting industry, Mayor Fletcher Bowron has appointed a new radio committee on morale and public relations which will function in cooperation with the Los Angeles City and County Defense Councils. J. Frank Burke Jr., manager of KFVD, that city, is chairman.

Committee includes Lee Wynne, Los Angeles studio manager of KGER, Long Beach; Kenneth O. Tinkham, KMTR manager; Calvin J. Smith, KFAC manager and newly elected NAB 16th District director; Harry W. Witt, CBS Southern California sales manager and president of the Southern California Broadcasters Assn.; Richard F. Connor, radio coordinator of the latter organization.

A GREAT COMBINATION

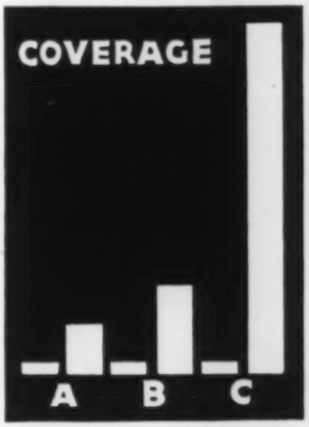
590 Kc. WITH 5000 WATTS

Means

MORE POWER...GREATER COVERAGE

America's production centers . . . Planes, more planes . . . War Materials! "A Great Combination" . . . destined to keep America Free!

Frequency and Power are "A Great Combination" in Radio! You need 'em both to get a sales message home to the maximum audience. Soon WAGA—the pace setting station of the South—will be operating on 590 kilocycles with 5,000 watts power. "A Topflight Combination" for reaching more people in the South's greatest wholesale market at low per capita cost!



A. Comparative coverage on 1480 kc.; 500 to 5,000 watts.
B. Comparative coverage of 500 watts; 1480 kc. to 590 kc.
C. "A Great Combination" coverage: 500 watts at 1480 kc. to 5,000 watts at 590 kc.

WAGA FIRST ON THE DIAL IN ATLANTA
WAGA FIRST ON THE DIAL IN GEORGIA

Ask John Blair

WAGA
ATLANTA, GA.
A FORT INDUSTRY STATION

"THE BLUE RIBBON STATION OF THE SOUTH"

NBC Blue . . . Blair Represents Us Nationally

WCAO

in Baltimore

CONSISTENTLY REACHES & INFLUENCES

*the cream of your sales potentials*

•

600 KC

CBS BASIC

Paul H. Raymer Co.
Nat'l Sales Representatives

# *Purely* PROGRAMS

EXCLUSIVE transcribed interview featuring Charles Eade, publisher of the *London Sunday Dispatch*, who spoke on publishing under war conditions, was rebroadcast on the *Suburban Editor* series of WBAP-KGKO, Fort Worth. The program received so much mention in more than 50 newspapers that a book of clippings was sent via clipper to the British editor who on a special BBC shortwave broadcast Feb. 27 complimented the WBAP-KGKO feature. The series, with the cooperation of over 100 Texas newspapers, is a pioneer program in the move to promote better press-radio understanding.

* * *

### Singing Lessons

AN AUDIENCE participating show which offers singing lessons on the air was inaugurated on WFIL, Philadelphia, under sponsorship of Strawbridge & Clothier, local department store. Started March 2, and scheduled for 26 weeks, the half-hour program is conducted by Dr. Clyde Dengler, vocal teacher and choral director.

With emphasis on the fact that "it's fun to sing," the series offers actual instruction in the vocal art. Lessons are illustrated by the professional singers. The studio audience is called upon for both solo and ensemble work. Starting in the WFIL studios, the program will move March 23 to the store's dining room. Ticket distribution is handled through the store.

Strawbridge & Clothier, with this series, becomes the second department store in the city to go in for regular programs, Lit Brothers having used radio extensively with regular program series for 18 months.

* * *

### Vocational Aid

WITH VOCATIONAL guidance as its theme, KXOK, St. Louis, is airing a new program series, *The World at Work*, each Wednesday. In cooperation with Washington U instructors, successful men in the field participate.

### Democracy's Fight

DEMOCRACY'S struggle for existence is the theme of *The Rights of Man*, a weekly half-hour dramatic series, which will be heard on KMYR, Denver. Each program will deal with an event in the fight for more democracy opening Friday, March 13, with *Salt Water Tea*, the story of the Boston Tea Party. Subsequent programs will spotlight similar struggles in South America, Greece, Holland, Mexico and other countries. These programs are sponsored by the Rocky Mountain Radio Council in conjunction with the Denver and Colorado Council of Women's Organization on International Relations. Scripts were written by Forette Luce Nordlund; Jack Weir Lewis will direct local actors in the series. All broadcasts will originate in the Eugene Field studios of the Rocky Mountain Radio Council.

* * *

### Women In War

IN RECOGNITION of the valiant efforts of women in wartime activities, MBS on March 4 started *Tune Up, America!* to feature each week a representative of one woman's war organization, the first being Mrs. Milton Bren, vice-president of the Hollywood chapter of "Bundles for Bluejackets". Betty Rhodes is m.c., with Dave Rose's orchestra supplying music.

* * *

### Ultimate Victory

COMPARISON of present American predicaments with those of the past is the format of *It Has Happened Here* started by WJR, Detroit. Series, by Prof. Waldo Abbott, in charge of broadcasting for U of Michigan, depicts historic incidents in which the country has overcome great obstacles to emerge victorious.

* * *

### In the News

PERSONS whose names have appeared in human interest stories culled from the wires of AP with an introductory reading of the story in which he or she was involved is the feature of *The News —In Person*, weekly quarter-hour program on WPAT, Paterson, N. J.

### Natal Wheel

BORROWING the wheel from bingo, WCBI, Columbus, Miss., has given it a birthday twist with a show called "Ruth's Birthday Program." The conductor of the program spins a wheel with numbers one thru 31. That spin determines the day of the month. The next wheel with numbers one thru 12 is spun to determine the month. First person whose birthday is on that date and who calls the station is given a prize by the sponsor.

* * *

### Breakfast Interviews

COFFEE CHAT is the theme of a new morning program on CKLW, Windsor-Detroit, with *Breakfast at the Statler*. The program is transcribed between 8:45 and 9:30 a.m. and aired at 11 a.m. Myrtle Labbitt of the CKLW staff and Marjorie Avery of the *Detroit Free Press* interview visiting notables on each broadcast as the coffee is served. Production is by Frank Burke, of the CKLW staff.

* * *

### Selling America

SALUTING an outstanding Milwaukee industry each week, *Quiz-Battle of the Century* started Sunday on WTMJ, Milwaukee. Sponsor is Gimbel Brothers in conjunction with the Gimbel Centennial celebration. No merchandising is done on the program which is designed to sell America to the public. Quiz participants compete for defense stamps. Johnnie Olson is m.c.

* * *

### Students Quiz

WEEKLY quiz for children at CKX, Brandon, Man. is titled *Dollars For Scholars*. Teams of students from various schools in Brandon and surrounding district compete for cash prizes for answers to educational questions. Each team occupies a different studio and the m.c. works from a third studio.

* * *

### Personal Religion

PERSONALIZING religion with a program called *Your Radio Pastor*. WCKY, Cincinnati, has arranged for Rev. Hann Browne of the Christian and Missionary Alliance Church, same city, to conduct a regular Sunday morning service for 52 weeks.

* * *

### Stay in School!

KIRO, Seattle, has started a vocational series, *Youth Looks to Tomorrow*. The series encourages students to remain in school and then make intelligent vocational choices to avoid dead-end jobs in spite of attractive wartime wages.

WJBK

DETROIT'S LEADING INDEPENDENT STATION

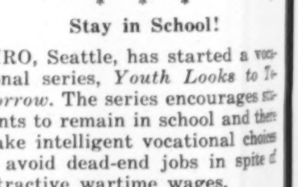
Carries a larger volume of national advertising than any other station of its power.

250 WATTS...24 HOURS A DAY

WJBK

"Let KXOK, the St. Louis slugger, do it for you!"

630 KC. 5000 WATTS
BLUE NETWORK



# Audience for FDR Near Record Level

## CAB Finds 83% Were Tuned; Hooper Reports Near 80%

PRESIDENT Roosevelt's address of Feb. 23 was heard by 83% of set owners according to the Cooperative Analysis of Broadcasting (Crossley Reports). The President's audience tied his previous all-time high for listening established on the evening of Dec. 9, 1941, just after Pearl Harbor, the CAB stated.

Almost parallel were the findings of C. E. Hooper Inc., which reported that nearly 80% of the nation's 81,818,000 adult listeners were tuned to the chief executive's radio talk. However, Hooper claims on the basis of their surveys that his average listening audience for Feb. 23, totaling 61,365,000, was somewhat lower than the 62,100,000 for the Dec. 9 war message, thus making it his second most popular broadcast.

### Fibber Tops Weekdays

The CAB has also issued its report for February listing *Fibber McGee & Molly* as the most popular weekday evening program with a rating of 42.8 followed closely by Charlie McCarthy (39.4) and Jack Benny (38.9). The 42.8 rating is an all time high in that category.

In the daytime serial class, Kate Smith attained a 10.1 rating for February, the first time this winter that such a program has surpassed the 10 mark. Closely following were *Woman in White* (9.5) and *Ma Perkins* (9.4).

## Par Soap on Coast

PAR SOAP Co., Oakland, Cal. (household soap), through Long Adv. Service, San Francisco, on March 4 started sponsoring a weekly quarter-hour dramatized commentary program, *It Happened in the Service*, on 13 NBC-Red Pacific and Mountain group stations (KMJ KFI KGW KPO KOMO KGHL KIDO KGIR KRBM KPFA KSEI KTFI KDYL) with KHQ added on March 25, Wednesday, 5:15-5:30 p.m. (PWT). Dedicated to mothers, wives, sweethearts and sisters of men in service, and featuring Hank McCune as commentator, the program includes news from Army, Navy and Marine Corps bases, dramatized stories of heroism and interviews. Larry Keating is announcer, with Ned Tollinger handling production. As promotion McCune has started a U. S. Service Sweethearts Club. Membership is dependent upon a guarantee by feminine listeners to write at least once weekly to a man in service.

### McCarthy Loaned

CLEM McCARTHY, sports commentator under exclusive contract to NBC, has been loaned to CBS to describe the Kentucky Derby which that network will cover May 2 under the sponsorship of Gillette Safety Razors Co., Boston. McCarthy will be assisted by Ted Husing and Jimmy Dolan, CBS sportscasters.

## Meet the LADIES

LOUISE HILL HOWE

PRODUCER - actress-commentator—that just about sums up her varied radio duties, but not quite. Louise Hill Howe is also instructor of radio speech at the University of Utah. Besides conducting her daily *Radio Backstage* commentary over KSL, Salt Lake City, directing a weekly half-hour radio drama series, conducting a woman's fashion show and instructing five speech classes weekly, she finds time to raise her family, a boy and a girl.

And all this daily hustle, bustle and work has been going on for 10 years—ever since she first came up to the KSL studios with the Wilkes Stock Co. and stayed to put on a series of "one-woman theatre" programs and shortly after to organize the KSL Players. She has directed the Players in over 600 original radio plays and has helped two network actors and one well-known network producer with his preliminary radio training.

Always in a hurry, Miss Howe thrives on excitement. Even her vacations are filled with work she loves. Last summer she spent her vacation teaching dramatics at Banff, Canada. She may go back again this summer.

CBS news analyst Linton Wells has signed a contract with Random House Inc., publishers, to write a book on outstanding heroes of World War II. *Salute to Valor* is the tentative title.

WSGN AND Alabama

Synonymous . . . and WSGN offers advertisers Birmingham's "only" Merchandising and Promotional Department – provides on-the-scene cooperation.

610 Kc.

BIRMINGHAM

Headley-Reed Company, Reps.

BLUE NETWORK and Mutual

## Radio-Hockey Group

AMERICAN Hockey Broadcasters Assn., comprising 32 persons with a direct interest in hockey broadcasts in the Midwest, has been founded with Cy Casper of KMOX, St. Louis, as president. Other officers include Tom Dailey, WOW, Omaha, first vice-president; Tom Caspar, KGKO, Fort Worth, second vice-president; Bill Durney, WIL, St. Louis, treasurer; Frank Eschen, KSD, St. Louis, secretary. Membership also includes public address announcers and one press agent from each of the eight clubs in the American Hockey Assn.

## WMCA Signs Steel

JOHANNES STEEL, news analyst heard nightly on WMCA, New York, under sponsorship of Monarch Wine Co., and Simon Ackerman Clothes, New York, has signed a two-year exclusive contract with WMCA. Formerly foreign editor of the *New York Post*, Mr. Steel has been heard on WMCA since 1937, last year from London as a special war correspondent for *Liberty Magazine*. Author and lecturer, Mr. Steel is now working on a book of word portraits of 200 key men of the present war.

POWER!

—WHERE POWER COUNTS MOST

NASHVILLE

THE GREAT TENNESSEE VALLEY

WLAC

NASHVILLE, TENN.

soon going to

50,000 WATTS

REPRESENTED BY

PAUL H. RAYMER CO.

J. T. WARD, Owner

F. C. SOWELL, Manager

P-s-t . . . Heard About This $100,000,000 Fellow? To Sell Him — Use WHBF's "Inside Pull"!
CIGARS

THE PERFECTLY BALANCED MARKET

World's Farm Implement Capital, home of the Nation's Greatest Arsenal—an industrial payroll totaling nearly a BILLION DOLLARS annually . . . TOGETHER WITH . . . 52 of the Nation's richest farming counties, now booming with "Food for Defense" production—served by WHBF!

Who is this fellow? He's a Tri-City craftsman—the biggest current news in the entire Mid-West! Like many thousands of his Tri-City neighbors he's "pitching in" on the largest ordnance contract yet released from the Chicago district headquarters! Building Army tanks—24 hours a day, 7 days a week—is the new job of these thousands of Tri-Citians.

See why sales of many things are STEPPING UP in the Tri-Cities? To get YOUR share, put your message on WHBF—*NOW*. It's the powerful hometown voice that has "Inside Pull" with these well-paid people. Why not check on availabilities *TODAY! Write* WHBF.

Howard H. Wilson Co., Nat. Representatives
Chicago - New York - San Francisco
Hollywood - Kansas City

WHBF

AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS

Basic Mutual Network Outlet

FULL TIME 1270 K C

THE 5000 WATT

Voice of the Tri-Cities

ROCK ISLAND • DAVENPORT • MOLINE

# THE *Business* OF BROADCASTING

## STATION ACCOUNTS

*sp—studio programs*
*t—transcriptions*
*sa—spot announcements*
*ta—transcription announcements*

### WGAR, Cleveland

Ward Baking Co., New York, 12 *ta* weekly, 52 weeks, thru J. Walter Thompson Co., N. Y.

Rockwood & Co., New York (chocolate bits), 3 *sa* weekly, 9 weeks, thru Federal Adv. Agency, N. Y.

Procter & Gamble, Cincinnati (Chipso), 10 *ta* weekly, thru Pedlar & Ryan, N. Y.

Lydia Pinkham Medicine Co., Lynn, Mass., 8 *sa* weekly, thru Erwin, Wasey & Co., N. Y.

MacFadden Publications, New York (*True Story*), 12 *sa* weekly, thru Arthur Kudner, N. Y.

Nehi Corp., Columbus, Ga. (Royal Crown Cola), 4 *sa* weekly, 39 weeks, thru BBDO, N. Y.

McKesson & Robbins, Bridgeport, Conn. (Calox), 10 *sa* weekly, thru J. D. Tarcher & Co., N. Y.

Lever Bros., Cambridge (Vimms), 1 *sa* weekly, thru BBDO, N. Y.

Lever Bros., Cambridge (Lifebuoy), 17 *sa* weekly, 8 weeks, thru Ruthrauff & Ryan, N. Y.

Thomas Leeming & Co., New York (Pacquin's Cream), 5 *sa* weekly, 9 weeks, thru Wm. Esty Co., N. Y.

Kellogg Co., Battle Creek (All-Bran), 10 *sa* weekly, 11 weeks, thru Kenyon & Eckhardt, N. Y.

Hulman & Co., Terre Haute, Ind. (Clabber Girl Baking Powder), 3 *sa* weekly, 52 weeks, thru Pollyea Adv. Co., Terre Haute.

Ford Sales Co., Wyandotte, Mich. (Wyandotte Cleanser), 10 *sa* weekly, 32 weeks, thru N. W. Ayer & Son, N. Y.

Florida Citrus Commission, Tampa, 1 *sa* weekly, 32 weeks, thru Blackett, Sample & Hummert, N. Y.

Barbasol Co., Indianapolis (Barbasol), 3 *sa* weekly, 36 weeks, thru Erwin, Wasey & Co., N. Y.

Seeck & Kade, New York (Pertussin), 5 *t* weekly, thru Erwin, Wasey & Co., N. Y.

Noxema Chemical Co., 1 *sp* weekly, 52 weeks, thru Ruthrauff & Ryan, N. Y.

Melville Shoe Corp., New York (Thom McAn), 3 *sp* weekly, 52 weeks, thru Neff-Rogow, N. Y.

Manhattan Soap Co., New York, 6 *sp* weekly, 52 weeks, thru Franklin Bruck Adv. Co., N. Y.

Knox Co., Hollywood (Cystex), 1 *sp* weekly, thru Barton A. Stebbins, Los Angeles.

G. E. Conkey Co., Cleveland (Y-O dog food), 6 *sp* weekly, 52 weeks, thru Rogers & Smith, Chicago.

Grenan Cakes Co., Minneapolis, 5 *ta* weekly, 13 weeks, thru Campbell Mithun Co., Minneapolis.

Studebaker Corp., South Bend, Ind. (cars), 3 *sp* weekly, 12 weeks, thru Roche, Williams & Cunnyngham, Chicago.

### WSYR, Syracuse

Lever Bros., Cambridge (Vimms), *ta* series, thru BBDO, N. Y.

Denver Chemical Mfg. Co., New York (Antiphlogistine), *ta* series, thru Badger, Browning & Hersey, N. Y.

Norwich Pharmacal Co., Norwich, N. Y. (Petto-Bismol), *ta* series, thru Lawrence C. Gumbinner Adv. Agency, N. Y.

Saratoga Vichy Spring Co., Saratoga Springs, N. Y., *sp* series, thru Leighton & Nelson, Schenectady, N. Y.

American Cigarette & Cigar Co., New York (Pall Mall), 26 *ta* weekly, thru Ruthrauff & Ryan, N. Y.

### WFIL, Philadelphia

Larus & Bros. Co., Richmond, Va. (tobacco), 2 *ta* weekly, thru Warwick & Legler, N. Y.

Manhattan Soap Co., New York (soap), 3 *sp* weekly, thru Franklin Bruck, N. Y.

MacFadden Publications, New York, 5 *sa* weekly, thru T. J. Mahoney, N. Y.

Jacob Hornung Brewing Co., Philadelphia, 3 *sp* weekly, 26 weeks, thru John Faulkner Arndt Agency, Philadelphia.

Strawbridge & Clothier, Philadelphia (department store), 26 *sp*, direct.

### WOR, New York

Household Finance Corp., Philadelphia (loans), 2 *sa* weekly, thru BBDO, N. Y.

North American Accident Insurance Co., Newark, weekly *sp*, thru Franklin Bruck Corp., N. Y.

National Shoe Stores, New York, 6 *sa* weekly, thru Emil Mogul Co., N. Y.

Philco Distributors, New York (radio service), 3 *sp* weekly, thru Sternfield-Godley, N. Y.

Pure Food Co., Mamaroneck, N. Y. (Herb-Ox Bouillon Cubes), 5 *sp* weekly, thru J. M. Mathes, N. Y.

Lever Bros., Cambridge (Vimms), 11 *sa* weekly, thru Ruthrauff & Ryan, N. Y.

McKesson & Robbins, Bridgeport, Conn. (Calox), 3 *sp* weekly, thru J. D. Tarcher, N. Y.

Shell Oil Co., New York (gas and oil), 10 *sp* weekly, thru J. Walter Thompson Co., N. Y.

### KDYL, Salt Lake City

Acme Brewing Co., San Francisco, 156 *t*, thru Emil Brisacher, Davis & Staff, San Francisco.

Paraffin Co., San Francisco, 13 *t*, thru Emil Brisacher, Davis & Staff, San Francisco.

Dwight-Edwards Co., San Francisco (Nob Hill Coffee), 70 *sa*, thru McCann-Erickson, San Francisco.

Interstate Transit Lines, Salt Lake City, 208 *sa*, thru Beaumont-Hohman, Omaha.

Blatz Brewing Co., Milwaukee, 130 *ta*, thru Henri-Hurst & McDonald, Chicago.

Olson Rug Co., Chicago, 13 *sp*, thru Presba, Fellers & Presba, Chicago.

Nehi Corp., Columbus, Ga., 156 *ta*, thru BBDO, N. Y.

American Chicle Co., N. Y., 261 *ta*, thru Badger, Browning & Hersey Inc., N. Y.

### WHIO, Dayton

Thorobred Co., Cincinnati (dog food), 1 *sp* weekly, thru Keelor & Stites, Cincinnati.

Consolidated Cigar Co., New York (Harvester cigar), 3 *t* weekly, thru Erwin, Wasey & Co., N. Y.

Wm. S. Scull Co., New York (Boscul), 5 *sp* weekly, thru Compton Adv., N. Y.

Grove Labs., St. Louis (vitamin), 5 *sp* weekly, thru Russel M. Seeds Co., Chicago.

Little Crow Milling Co., Warsaw, Ind. (Coco Wheats), 5 *t* weekly, thru Rogers & Smith, Chicago.

### KFBK, Sacramento, Cal.

Sumner Rhubarb Growers Assn., Sumner, Wash., 2 *ta* weekly, thru Brewer-Weeks Co., San Francisco.

Superior California Nurserymen's Assn., Sacramento, Cal., weekly *sa*, thru Erwin C. Kelly, Sacramento.

Destrunal Corp., Pasadena (insecticide), weekly *sa*, direct.

### WMAQ, Chicago

Kellogg Co., Battle Creek (Pep), 260 *sa*, 26 weeks, thru Kenyon & Eckhardt, N. Y.

*Chicago Sun*, Chicago, 52 *sa* weekly, thru Schwimmer & Scott, Chicago.

### WABC, New York

Eaton Paper Corp., New York (Highland writing paper), 3 *sp* weekly, thru Grey Adv. Agency, N. Y.

### KDKA, Pittsburgh

Lever Bros., Cambridge (Vimms), 78 *ta*, 104 *sa*, thru BBDO, N. Y.

Lever Bros., Cambridge (Lifebuoy), 80 *ta*, thru Ruthrauff & Ryan, N. Y.

Marlin Firearms Co., New Haven (Marlin razor blades), 50 *sa*, thru Craven & Hedrick, N. Y.

McKesson & Robbins, Bridgeport, Conn. (Calox tooth powder), 130 *sa*, thru J. D. Tarcher, N. Y.

Procter & Gamble, Cincinnati (Lava soap), 312 *sa*, thru Biow Co., N. Y.

Ranger Joe Inc., Chester, Pa. (wheat), 26 *t*, thru Clements Co., Philadelphia.

Rockwood & Co., Brooklyn (Bits), 30 *sa*, thru Federal Adv. Agency, N. Y.

Seeck & Kade, New York (Pertussin), 36 *t*, thru Erwin, Wasey & Co., N. Y.

Sheaffer Pen Co., Ft. Madison, Ia. (pens), 23 *sa*, thru Russel M. Seeds Co., Chicago.

## Industrial Advertisers In Midwest Plan Session

WITH Undersecretary of Commerce Wayne Chatfield Taylor as featured speaker, the Midwest Conference of the National Industrial Advertisers Assn. will be held in the Hotel Sherman, Chicago, next Friday, March 13. The all-day conference is being held under the direction of the Chicago IAA with the cooperation of chapters in St. Louis, Milwaukee, Indianapolis, Rockford, St. Paul and Minneapolis.

The program will follow the theme, "Industrial Advertising for Victory—and Tomorrow," and will deal with what is being done and what can be done by manufacturers of industrial products in their advertising and sales program to speed the war effort, particularly with respect to the conversion of industry to war production.

Keynote speaker will be W. Donald Murphy, of Reincke-Ellis-Younggreen & Finn, president of NIAA. J. M. McKibbin, Westinghouse advertising and sales promotion manager, will deliver an illustrated case study of how the industrial division of his company is conducting its promotion and sales activities under wartime conditions, including the development of substitute products and finding new markets for them. Walter Buchen, head of Buchen & Co., Chicago agency, will discuss "The Long Range Viewpoint in Current Advertising."

## Censor Formulas Given Advertising

### Sorrells Tells ANA Not to Give Facts to the Enemy

STATING that "it is not the desire of the Office of Censorship to diminish the effectiveness of advertising" which "can help speed the industrial effort", John H. Sorrells, assistant director of the Office, has given specific answers to a series of 24 questions concerning wartime advertising procedure, submitted by the Assn. of National Advertisers.

Answers reveal that in general there are no specific requirements or prohibitions but that advertisers should be guided by the principle of not disclosing information that the enemy could use in a military way. Names and addresses of officers to whom doubtful copy should be submitted are given.

### Responsibility Shared

Prefacing his answers to the ANA questions, Mr. Sorrells outlines the general situation as follows:

"I would like to say in this connection that it is not the desire of the Office of Censorship to diminish the effectiveness of advertising. We believe that the story of the American war effort is one which should be told properly by every media at hand. American industry will benefit by anything which will help accelerate the tempo of our war accomplishment. Advertising, properly conceived, can help speed the industrial effort, as it has in the past been a tremendous factor in promoting the American system of mass production.

"The advertiser must realize, of course, that he shares equal responsibility with the editor and the publisher for suppressing information that the enemy could use to inflict damages on our forces, or sabotage our industrial war effort.

"Manufacturers of material and equipment used by our military forces should guard against specific disclosures of plant locations, either in copy or illustrations. They should not reveal specific details concerning the nature or the type of material or equipment they are producing. They should not reveal production progress in specific figures. They should not reveal their stocks and surpluses of raw materials. They should not describe new designs or new processes or even new experiments with new designs and processes.

"However, advertising copy can stress the skill and the inventiveness of the engineer, of the chemist and the designer, in general terms. Advertising can describe the extent of manufacturers' facilities, without specific disclosures of plant locations, or of the nature of production or of the performance of their production, etc."

### CHEX Debut March 16

CHEX, Peterborough, Ont., goes on the air March 16. Elaborate opening ceremonies are planned with Toronto agency executives as guests.

KRBM
KGIR
Z
Z
Z

*"Those three working together can reach anywhere!"*

Adv.

# Radio Advertisers

GOLDEN STATE Co., San Francisco (creamery products), on March 9 will start for 13 weeks a thrice-weekly quarter-hour musical program with Dave Lane, vocalist and organist, on 4 CBS California stations—KNX, KQW, KARM, KROY. Charles E. Morin, CBS San Francisco manager, and Ed Larkin, CBS account executive, handled the deal. Agency is Ruthrauff & Ryan, San Francisco.

DUQUESNE BREWING Co., Pittsburgh, has signed the staff orchestra of KDKA for twice-nightly broadcasts under direction of Bernie Armstrong, six days per week, one 15-minute show being aired at 11:05 p.m. on KDKA and another of the same duration piped at 7:15 p.m. to WWVA, Wheeling. On Fridays a half-hour is carried on KDKA at 7:15, the first half being fed to WWVA. Contract, for 26 weeks, started March 5.

CHEMICALS Inc., Oakland, Cal., through William O'Neill & Co., Denver, is using a daily spot in *Notes & Notions*, woman's participating show on KLZ, Denver, for Vano household cleanser.

ADDITIONS to the sponsors of *Mary Margaret McBride* five-weekly program on WEAF, New York, are S. & W. Fine Foods, San Francisco, beginning March 9 (Samuel C. Croot, agency) and National Shoe Stores, New York, beginning March 23 (Emil Mogul Co., agency).

PACIFIC STATES LOAN Co., Los Angeles, in an eight-week campaign ending in early May, is sponsoring a thrice-weekly quarter hour newscast on KECA, that city. Allied Adv. Agencies, Los Angeles, has the account.

WILCOX-GAY Corp., Los Angeles home (home recorders), placing direct, has started sponsoring a weekly half-hour recorded musical quiz titled *Recordio Quiz* on KMPC, Beverly Hills, Cal.

STANDARD BRANDS, Montreal (Chase & Sanborn coffee), has added CFAR, Flin Flon, Man., to its Sunday evening network. Because there are no lines into Flin Flon, CFAR picks up the program off the air from CBK, Watrous, Sask. Account was placed by J. Walter Thompson Co., Montreal.

VICTORY FOG NOZZLE Co., Los Angeles, is promoting sale of sprinkling nozzles for regulation garden hose, on KFAC, that city, using daily spot announcements on a scattered schedule. Nozzles are advertised as a protection against incendiary bombs.

365
HITS PER YEAR
IN NORFOLK
VIRGINIA'S LARGEST
MARKET
5000 WATTS
DAY & NIGHT
NBC RED
and BLUE
WTAR
NORFOLK
VIRGINIA
National Representatives: Edward Petry & Co.

## Apropos

BLUSHES and business were mingled in the same deal when O. L. Smith, salesman of WNOX, Knoxville, scheduled an audition for a burial insurance firm recently and asked the music department to prepare a program of hillbilly numbers. When the firm's executives gathered for the audition they heard a theme which faded for a commercial. And then the program began with *Jesse James* and *John Henry*, two hillbilly tunes, whose heroes are mournfully carried off to their graves.

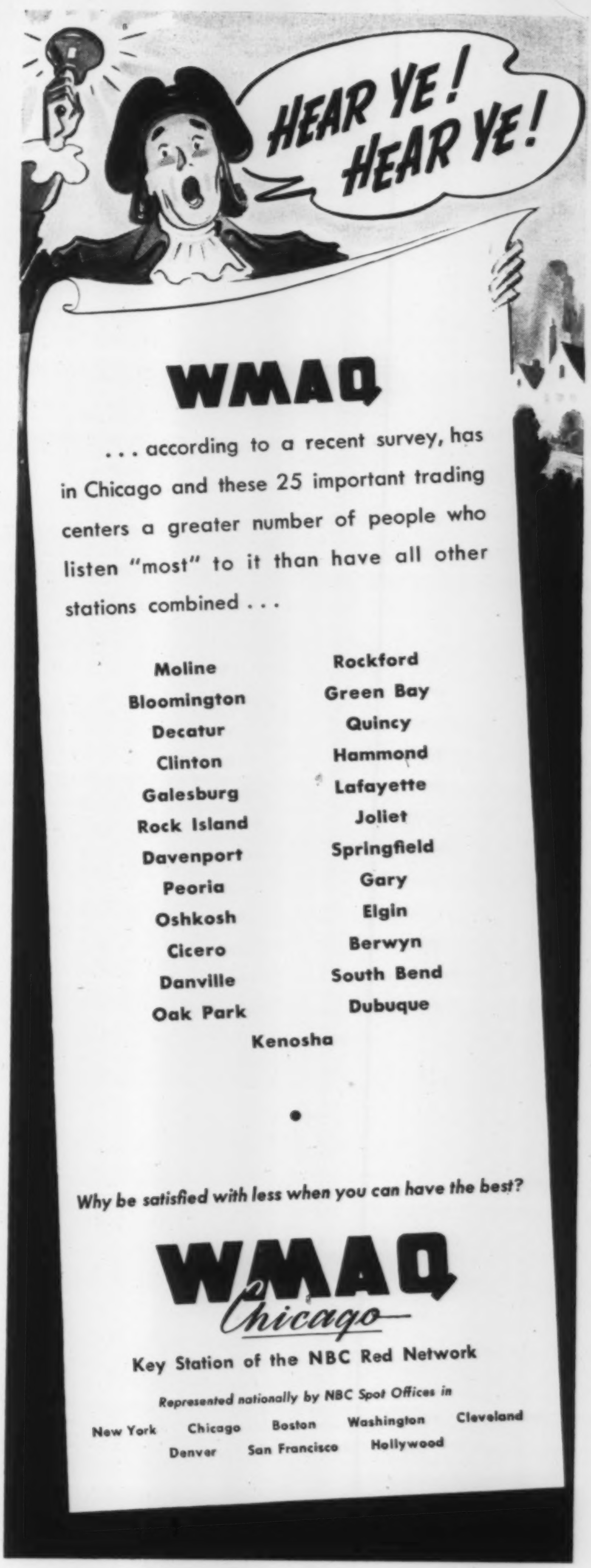
INTERSTATE BAKERIES Corp., Los Angeles, on Feb. 23, started using 28 announcements, weekly on KECA, that city. Contract is for 52 weeks. Dan B. Miner Co., Los Angeles, has the account. John Guedel is radio account executive.

EPHAZONE Co., London, England (proprietary) has started announcements four days weekly on CFRB, Toronto. Account placed by A. McKim Ltd., Toronto.

## N. Y. Baseball Plans

DODGER GAMES in Miami will be broadcast on WHN, New York, by Red Barber, sportscaster of WOR, New York, from wire reports. WHN broadcasts of all Brooklyn games this season are sponsored by P. Lorillard & Co. for Old Gold cigarettes.

SPOT
BROADCASTING
permits
SPOT BUDGETING
to fit each
market's volume
More money for the HOT SPOTS
Nothing wasted on the DEAD SPOTS
Special attention for PROBLEM SPOTS
JOHN BLAIR
& COMPANY
THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY
NATIONAL STATION
REPRESENTATIVES
CHICAGO • NEW YORK • DETROIT • ST. LOUIS • SAN FRANCISCO • LOS ANGELES


HEAR YE! HEAR YE!
WMAQ
. . . according to a recent survey, has in Chicago and these 25 important trading centers a greater number of people who listen "most" to it than have all other stations combined . . .
Moline
Bloomington
Decatur
Clinton
Galesburg
Rock Island
Davenport
Peoria
Oshkosh
Cicero
Danville
Oak Park
Rockford
Green Bay
Quincy
Hammond
Lafayette
Joliet
Springfield
Gary
Elgin
Berwyn
South Bend
Dubuque
Kenosha
•
Why be satisfied with less when you can have the best?
WMAQ
Chicago
Key Station of the NBC Red Network
Represented nationally by NBC Spot Offices in
New York Chicago Boston Washington Cleveland
Denver San Francisco Hollywood

## WSOO to Get Hearing On Reinstatement Plea

ORDER setting aside an FCC action of Feb. 22 revoking the license of WSOO, Sault Ste. Marie, Mich., was adopted last week by the FCC which simultaneously reinstated a temporary license that had heretofore been issued to WSOO. Revocation action had been taken last month by the FCC when the station had failed to file for license renewal, despite many notices from the Commission. Accordingly, when the license expired and WSOO gave no indication of applying for renewal, the FCC cancelled the license.

Learning of the cancellation, WSOO asked the Commission for a further hearing on the case and it was on this petition that the revocation order was set aside. However, it has been stipulated that WSOO must file for an appearance and serve notice of desire to be heard within 20 days after that date (March 3).

## M-G-M Disc Delay

PLANS of Metro-Goldwyn-Mayer Studios to organize a subsidiary record manufacturing company may be temporarily halted due to priorities on mechanical facilities [BROADCASTING, Feb. 23]. Slated to go into early production with a record catalog ready for fall delivery, lack of pressing plants and other necessary equipment will hold up actual start of the enterprise, it was said. Those interested are reported to have approached other pressing plants.

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## Lumberman's in N. Y.

AS A SPECIAL campaign to sell insurance policies in New York State, Lumberman's Mutual Casualty Co., Chicago, on March 8 started sponsoring H. V. Kaltenborn's Sunday afternoon analysis of the news, which is available to all NBC stations, on a special network of the 6 NBC stations in New York State. Agency is Leo Burnett Co., Chicago.

Famous FIRSTS
CLICK!
First MAN TO LOCK BARN DOOR AFTER HORSE WAS STOLEN!
and FIRST in Washington
WRC
980 KC 5000 WATTS
RED NETWORK OF NATIONAL BROADCASTING CO.
Represented Nationally by NBC Spot Sales Offices in Washington—New York—Chicago—San Francisco—Boston—Cleveland—Denver and Hollywood

LUCKY MAN! HAPPY GAL! He's Myron Elges, Blue Network Hollywood account executive. She's the former Elsa Dedekem, radio actress. They were married Feb. 14.

## GUARD SAVES WBAL
### State Military Problem Involves Attack on Station

IMAGINARY ATTACK by parachute troops on the towers of Baltimore's WBAL, northeast of Randallstown, Md., was declared to have been successfully thwarted March 1 by 65 members of Company A of the Sixth Battalion, Maryland State Guard. The defense of the towers was a field problem given the company by its commander, Capt. G. Hall Duncan.

In four patrols, groups of about 15 men left the Pikesville Armory after receiving orders from Capt. Duncan. They were taken by auto to designated spots. From these points three of the patrols converged afoot, through fields and streams, upon the area of the towers.

The fourth patrol proceeded directly to the towers, arrived there before the imaginary troops and set up sentry posts. The entire maneuver required about 2½ hours, after which the men returned to the armory for a critique. Capt. Duncan declared the defense a success.

## Bijur Agency Out For the Duration
### Personnel Entering Service; Firm to Retain Its Entity

FIRST all-out war effort by an agency was announced last week by George Bijur, president of the New York agency under his name, who revealed that as of May 1 the company will suspend all activities until after the war, with the majority of the personnel slated to go into military service.

Mr. Bijur himself plans to go into the Air Force; Harold Williams, radio director, will join the Signal Corps, and Richard Powell, research director, has signed up as an Army engineer. According to Mr. Bijur, "virtually every one of our employes not eligible for military service, has been placed in a satisfactory job."

### Radio Accounts

Among the agency's accounts, one is of specific radio interest, Lea & Perrins, Chicago (Worcestershire sauce). The agency reports' copy has been prepared for a year's period for the three programs sponsored by Lea & Perrins, including *Bessie Beatty* on WOR, *Marjorie Mills* on the Yankee Network, and *Jane Porter* on CBS.

Mr. Bijur stated that work the agency had been doing for Government agencies, the Army and the Navy, had stimulated the desire of the staff to enlist its services for the duration. The company will not be dissolved, he added, its corporate assets and entity to remain intact. Proofbooks, files and forms will be placed in storage, and "business as usual" will continue "as soon as the war is over."

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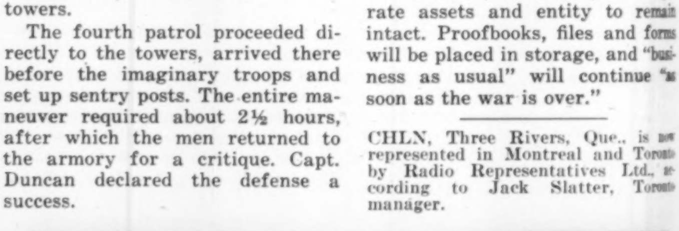
CHLN, Three Rivers, Que., is now represented in Montreal and Toronto by Radio Representatives Ltd., according to Jack Slatter, Toronto manager.


BETTER FREQUENCY! LOCATION!
5000 WATTS DAY
C.P. 5000 WATTS NIGHT
560KC
NBC
RED
WIS
COLUMBIA, S.C.
FREE & PETERS, Inc. National Representatives

## Agencies

**IRVING ROCKLIN & ASSOCIATES**, new Chicago agency, is scheduled to open March 2 with offices at 155 N. Clark. Telephone is Randolph 2325. Irving Rocklin, formerly radio director of Morris & Davidson, Chicago, is president of the agency, which will specialize in radio advertising. Among the present accounts are Union Life Insurance Co., Chicago, and National Tire Conservers, Chicago.

**ROBERT KAHN**, president of Robert Kahn & Assoc., recently married Bernice Stone, secretary of the company.

**HAL BERGER**, Hollywood freelance producer-actor, has joined Barton A. Stebbins Adv., as producer of the weekly NBC *Signal Carnival*. He replaces Herb Polesie, resigned.

**CURTIS C. LEWALD**, formerly with D. P. Brother & Co., Detroit advertising agency, is now assistant to the president of Advertising Federation of America.

**HILLMAN-SHANE-BREYER**, Los Angeles agency, has moved the Garfield Bldg., 403 W. Eighth St. Telephone is Vandyke 5111.

**JO BROOKS**, copy chief of Glasser-Gailey & Co., Los Angeles, resigns in mid-March to marry Jules Lee Fox, of the Army Air Corps, in Spokane. William Diage, for 14 months with the Marine Corps, has returned to the agency as account executive. Betty Felix, new to advertising, has joined the production department.

**JACK JOHNSTONE**, for ten years copywriter at Lord & Thomas, New York, has returned there to work on a special assignment after a two-year vacation.

**GEORGE BUTTERLY**, president of J. W. Pepper, New York, has resigned to join S. Duane Lyon, New York, as vice-president. No successor has yet been named.

**J. F. O'CONNOR**, assistant secretary and treasurer of Charles Daniel Frey Co., Chicago, has assumed timebuying duties of the agency. A. H. Black, formerly timebuyer, has joined the radio production staff of Blackett-Sample-Hummert, Chicago.

**JANE FORCE**, producer and writer of Russel M. Seeds Co., Chicago, on March 27 was married to Norman W. Rice, Army radio operator attached to Scott Field, Ill.

**E. A. W. SCHULENBURG**, media director of the Gardner Adv. Co., St. Louis, has been elected secretary of the company by the board of directors. He has been with the company 37 years.

**PETER ARTZT**, director of creative work of Weiss & Geller, New York, has been named a vice-president.

Where But
WSYR
SYRACUSE
Can You Get a Basic NBC Red Station covering Central New York?

### Ad Council Expands

HAVING opened its New York offices at 60 E. 42d St., the newly-formed Advertising Council, set up by the advertising industry to coordinate advertising's contribution to the war effort [BROADCASTING, Feb. 23], has also established a Washington office at 1111 Vermont Ave. N.W. Dr. Miller McClintock, appointed managing director of the Council, will divide his time between the New York and Washington offices.

### Judges Are Announced For Annual Ad Award

JUDGES were announced last week by Mabel F. Flanley, vice-president of the Advertising Federation of America, for the 1942 Josephine Snapp award, presented annually to the woman in the United States who has made the outstanding contribution to advertising.

The five judges named are: Elon G. Borton, director of advertising for the LaSalle Extension U; Professor H. H. Maynard, department of business organization, College of Commerce and Administration of Ohio State U; James Webb Young, executive with J. Walter Thompson Co.; Mrs. Erma Perham Proetz, vice-president of the Gardner Advertising Agency; and Miss Helen Holby, director of the club contact department of the Advertising Federation of America.

Application blanks for entrants may be obtained from Miss Georgia C. Rawson, chairman of the Josephine Snapp Award, Women's Advertising Club of Chicago, 307 N. Michigan Ave., Chicago.

### Spot Sales Offices

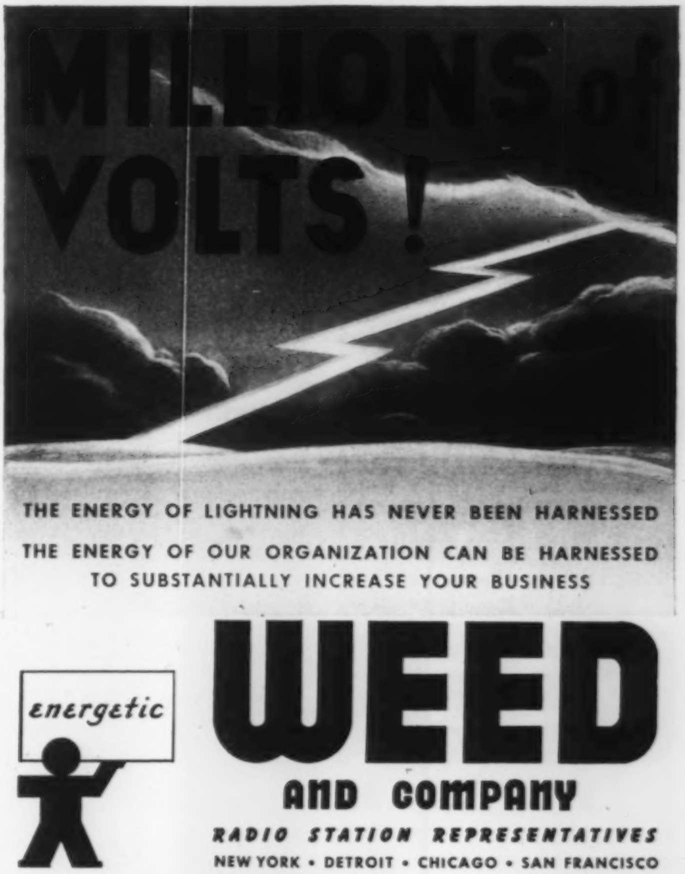
SPOT SALES Inc., station representative firm recently formed by Loren Watson [BROADCASTING, Feb. 16, 23], moved its New York headquarters to 20 E. 57 St. last week, taking over the offices formerly occupied by International Radio Sales, Hearst-owned representatives organization, whose station list has been transferred to Spot Sales. Phone number is Eldorado 5-5040. Hearst Radio Inc., which has shared offices with IRS, will move to new quarters within a couple of weeks, according to Maj. E. N. Stoer, general manager.

### Herrmann Honored

BERNARD HERRMANN, CBS New York staff conductor was awarded a gold plaque and highest honor of the Academy of Motion Pictures Arts & Sciences for "the best scoring of a dramatic picture in 1941" at the organization's 14th annual banquet held Feb. 26. He is the first radio musician to be so honored. Mary Astor, film actress and m.c. of the weekly CBS *Hollywood Showcase*, was awarded an Academy statuette of "Oscar", highest honor given, for a supporting role.

### Okla. Net Names RAC

OKLAHOMA NETWORK, comprising seven stations keyed from KTOK, Oklahoma City, all on the Blue Network, has appointed Radio Advertising Corp. as national representative, according to Robert D. Enoch, managing director.


MILLIONS of VOLTS!
THE ENERGY OF LIGHTNING HAS NEVER BEEN HARNESSED
THE ENERGY OF OUR ORGANIZATION CAN BE HARNESSED TO SUBSTANTIALLY INCREASE YOUR BUSINESS
energetic
WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO

NEW! EXCITING! TRUE!
Adventures with Admiral Byrd
15 MINUTE TRANSCRIBED
shows now available. Each program dramatizes his actual thrilling experiences and is personally introduced by Admiral Richard E. Byrd.
FOR EXCLUSIVE RIGHTS AND FULL INFORMATION, WRITE
Harry S. Goodman

## Air University Covering Pan American Countries Is Undertaken by NBC

FIRST STEP in the creation of a "permanent, cooperative NBC *Inter-American University of the Air* in which the broadcasters affiliated with the NBC Pan-American network together with the educational institutions in all 22 nations of the Americas will participate" was announced last week by Dr. James Rowland Angell, NBC public service counsellor, in forming a national history committee. With Cesar Saerchinger, NBC historical commentator, the committee numbers seven members, all leading authorities on Pan-American history.

Assisting Dr. Angell is Sterling Fisher, former CBS director of education, who recently joined NBC [BROADCASTING, Feb. 2]. Elaborating on the new NBC public service activity, Mr. Fisher stated that "a counsel of eminent leaders in education and the arts, including Washington representatives of each of the American nations, will be formed into an Inter-American committee to organize and carry on the institution. Eventually, the creation of individual national committees in each of the participating countries will be encouraged . . ."

The broadcasts will be heard first on NBC, offered to the CBC, and made available in Spanish and Portuguest script form without charge to Latin American nations for rebroadcast at their own convenience by the 124 stations of the NBC Pan-American network.

## Blackout Cancellation

BRISTOL-MYERS Co., New York, because of the war situation on the West Coast where blackouts are apt to interrupt all evening programs, is discontinuing the repeat broadcasts for two of its programs on March 11. Programs, both on NBC Wednesday nights are *Time To Smile*, 9-9:30 p.m., and *Mr. District Attorney*, 9:30-10 p.m. The two shows will be heard on the Coast during their original broadcast at 6 and 6:30 p.m. (PWT), respectively. Agency is Young & Rubicam, New York.

## WROL, WAPO Available On Both NBC and Blue

WROL, Knoxville, and WAPO, Chattanooga, on April 1, will become members of the NBC South Central Group, but will continue to be available to Blue Network advertisers as Southern supplementaries only on a 28-day recapture basis in favor of an NBC advertiser. Blue advertisers ordering the combination prior to April 1 will be protected for 52 weeks provided they use the two stations without lapse.

WROL-WAPO will be listed hereafter as are the Jackson-Laurel-Hattiesburg combination, the Mobile-Pensacola combination, and WSFA, Montgomery, with NBC clients wishing the South Central Group required to buy at least two of these five listings. There will be no change in the evening hour rate for either WROL or WAPO.

WHAM
LAKE ONTARIO
LAKE ERIE

WHAMland's PARTY LINE HAS 437,775 SUBSCRIBERS

When WHAM carries your request to "call the nearest dealer" you can be sure that your audience is within easy reach of a telephone.

WHAM puts your message on a party line that reaches out over 43 counties from 18 busy trading centers.

WHAM gives you Rochester where it is a rare home that doesn't have a telephone.

WHAM gives you Monroe County with its 62,640 residence telephones. In addition WHAM gives you 42 other counties—a total of 437,775 telephone subscribers.

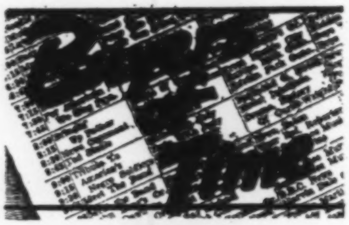
WHAM, with its 50,000 watt clear channel signal, its audience-winning programs, its twenty-four hour a day dependability, gives you better coverage of the better-than-average homes of this rich territory.

WHAM
ROCHESTER, N. Y.

National Representatives:
GEORGE P. HOLLINGBERY CO.

50,000 Watts . . . Clear Channel . . . Full Time . . . Affiliated with the Red Network of the N.B.C. and the Blue Network Co.

"The Stromberg-Carlson Station"



CARROLL NEWTON

WHEN Carroll Newton got out of Colgate U. in 1930, his father called him to his office on Wall St. and gave him a little fatherly advice: "Whatever you do," said he, "stay away from Wall St." Armed with this sage advice, Carroll went forth. Making his way from Wall St. he had the rest of the depression-ridden world in which to seek his fortune.

A hidden ambition to get into advertising led him to the offices of BBDO in New York, where a friend had a passing acquaintance with one of the executives. The executive passed him right down the line. But before he got to the last stop, he was offered a job with the mechanical production department. Carroll has been a one-agency man since the beginning of his career.

Passing progressively through a period in the accounting department in the BBDO Buffalo office back to the research department in New York, to a stretch at copy writing to assistant account man of the Brown & Williamson Tobacco account, Carroll reached his present position as head of the time buying staff.

Working on the B&W account, he gained a knowledge of radio and station relations. When B&W went into the medium in a big way about five or more years ago, he aided in setting up spot and network schedules, helped service the account and aided in local promotions.

Therefore, when he was made time buyer in June 1941, Carroll was on entirely familiar grounds. Today his accounts number some of the big names of radio: Lever Bros. (Vimms, Silver Dust); Nehi Corp.; DuPont; General Electric; United Fruit; Penick & Ford; *Readers Digest*; Schaefer Beer; Armstrong Corp; Household Finance Corp.

Born in Scarsdale, N. Y., where he received his primary education, Carroll is married (Marie Luise Houston, June 1939), plays tennis and swims in the summer, is a ski fan in the winter.

## *WJPA MAKES DEBUT IN WASHINGTON, PA.*

ANNOUNCING its affiliation with the recently-formed Tri-State Network, the new WJPA, Washington, Pa., went on the air on Feb. 28. Other members of the regional hookup are WSTV, Steubenville, O., and WKWK, Wheeling, W. Va.

WJPA's staff is headed by John J. Laux, of WSTV, who will manage both stations from Steubenville. Commercial manager is John J. Croft, formerly of WDAN, Danville, Va., and the Tri-City Network, while salesmen are Harold Finkle and Charles DuVall.

Stanley Schultz, formerly of WNAC, WLAW, WPRO and KNX, has been named program director, and the WJPA announcing staff includes Tom Bigler, from WAZL, Hazleton, Pa.; Si Mann, from WWSW, Pittsburgh; William Babcock, from WKST, New Castle, Pa.

Joseph M. Troesch, chief engineer WSTV, has also assumed a similar post with WJPA. His staff includes Frank R. Krulce, from WBRW, Welch, W. Va., and WSTV; Joseph Struloski, from WSTV; William Chesnes, from WKST.

A construction permit for WJPA was granted last Aug. 22 to the Washington Broadcasting Co. for 250 watts fulltime on 1450 kc. Licensee is an organization of 46 stockholders of which principals in the ownership of WSTV hold a 38.5% interest [BROADCASTING, Aug. 25].

Studios are located in the George Washington Hotel and the transmitter is a half-mile northeast of the city. Equipment includes a Western Electric transmitter, 350-foot Blaw-Knox radiator, Gates inputs, Presto turntables and WE microphones. Permanent lines will be maintained with other Tri-State stations.

## Pure Food Co. Tests

PURE FOOD Co., Mamaroneck, N. Y., on March 2 started a test campaign for Herb-Ox bouillon cubes on three New York stations: twice-weekly participations on WABC; three quarter-hours weekly on WNEW; thrice-weekly participations on WOR. Agency is J. M. Mathes Inc., New York.

IN PHILADELPHIA
W in F riends I nfluence L isteners
SELL THROUGH WFIL

## Knode Joins Army, Neel Heads NBC Capital News

WILLIAM NEEL, member of the NBC press department since 1935, has been appointed news manager of WRC-WMAL by Kenneth R. Berkeley, manager of the NBC and Blue Network stations in Washington. He succeeds Thomas E. Knode, who has been called into the Army from reserve status as second lieutenant of infantry.

Mr. Neel has been attached to the NBC Washington Office since Jan. 1, 1941. He entered news work in 1926 while attending Columbia U as night editor for the North American Newspaper Alliance. He then worked for the *New York Post* as a sports writer, for *La Nacion* of Buenos Aires as New York filing cable editor, and for the *New York World-Telegram* as night sports editor and swingman.

Knode leaves NBC after 4½ years' service. He came to the newsroom in Washington from United Press.

## Murrow to Return

EDWARD R. MURROW, CBS European chief of staff, will return to London shortly, it is expected, the exact date depending on how soon Clipper passage can be secured. CBS officials refused to hazard a guess as to the date, saying it all depends on the priority situation regarding transportation. Bob Trout will carry on in London until Murrow's return to that city.

## FDR, Wallace to Talk

IN CONNECTION with the National Farm program, President Franklin D. Roosevelt, Vice-President Henry Wallace and Secretary of Agriculture Claude Wickard will address the farmers of America and the nation at large March 9 on the four major networks, 9:45-10 p.m.

### Howard Smith Marries

CBS has learned via cable that its former Berlin correspondent, Howard K. Smith, now in Berne, married Miss Benedicte Traberg, Danish girl, and former correspondent in Berlin for a Copenhagen newspaper. Smith cabled that Nazi officials at first refused to grant Miss Traberg permission to cross Germany until Queen Alexandrine of Denmark interceded in her behalf and obtained for her a 48-hour permit to get out of Germany.

WRVA
COVERS
RICHMOND
AND NORFOLK
VIRGINIA WITH
50,000 WATTS
DAY AND NIGHT
PLUS COLUMBIA

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

## Guestitorial

*(Continued from page 30)*

ents that have been received for his birthday, which is yet several days away. (There is still time for you, too, to send me a present.) Based on the same idea is thanking the many who have been so very kind as to send cards and flowers to the beggers wife who has been confined to the hospital. (Nobody knew she was even in the hospital, and what part has it to do with the program, anyway.)

Recently we heard an announcer thank a listener for the very nice present . . . (a big build-up) . . . which was appreciated, but not necessary. However, if anyone else wants to send a present—actually mentioning it—the name is spelled J-O-N-E-S; the address such and such.

The network m.c. has been doing it for some time now, so the announcers along the line are getting the idea that if Big-Time Joe can get away with it, he has a right to try the same thing. As an oldtimer, it reminds us of the days when the station was glad to have somebody come in and do a program free, and then allowed them to see what could be promoted as payment. Christmas, for example, means open season for these radio beggars.

It seems to me that the announcers themselves, as well as management, forget that these boys are invited guests into their listeners' homes. Any well-mannered child won't even ask for candy on his host's living room table. Today, the boys who are paid in most cases sufficiently, start a promotion for anything you can suggest, including hunting dogs, furniture, deep sea fishing trips on listeners' yachts while on a guest appearance. One announcer we heard actually said he would be in such a town on a certain date, and he'd love to go fishing if he received an invitation.

As we said at the start, maybe its just a personal gripe, but we don't like it. It seems these boys would help themselves if they would use some of this promotion prowess to obtain a sponsor and then show a talent fee on the income tax return. If one of these ether beggars came into our home and started some of the stuff they are getting away with over the air, we'd pitch them out the front door, and maybe that's not such a bad idea!

## Ted Church Instructing BBC Newscasting Staff

WELLS (Ted) CHURCH who recently arrived in England as American advisor to the British Broadcasting Corp [BROADCASTING, Nov. 17, 1941] explained his function in an interview published in a London paper as follows: "My job is to wrap up the BBC programs in an American package and see that they register." According to the story, Church must revamp the BBC North American Service, which had previously been ineffectual. As part of the job he is teaching announcers to put news over with the punch familiar to the American public.

Before taking this job Church had been radio director of the Republican National Committee for three years and had been with CBS and NBC.

## Colonial Dames Adding

COLONIAL DAMES Inc., Los Angeles (Campus makeup). expanding its West Coast schedule, on March 2 started using 12 spot announcements weekly on KRSC, Seattle, and five-weekly participation in the quarter-hour *Radio Parade* on KOMO, that city. Firm, in addition, on March 9 adds 2 spot announcements per week on KHJ, Hollywood. Contracts are for 13 weeks. Agency is Glasser-Gailey & Co., Los Angeles.

BY WATCHING the clock, the news department at WENY, Elmira, N. Y., saves paper. In the periods between newscasts and throughout the night, newsprinters are adjusted to single space saving half the usual run of newsprint.

WBNX NEW YORK
THE MOST INTIMATE
AND EFFECTIVE SALES
APPROACH TO AMERICA'S
LARGEST MARKET.

5000 WATTS *Directional*
OVER METROPOLITAN NEW YORK

★ ★ ★ ★
In the
active
Intermountain
Market
KDYL
IS A
HABIT

KDYL
*the*
POPULAR
*Station*

JOHN BLAIR
& COMPANY

NBC
RED
NETWORK
★ ★ ★ ★

XUM

# Time for Defense On CBS Analyzed

ANALYZING the amount of time devoted to national defense broadcasts during the first 15 days of 1942, CBS reports that during that period 117 defense programs, totaling 30 hours, 21 minutes and 30 seconds, were broadcast on its network, with another 287 announcements.

During the same 15-day period, WABC, CBS key station in New York, carried 33 defense broadcasts, filling 2 hours, 58 minutes and 30 seconds, and 285 defense announcements.

Dividing the broadcasts into sustaining and commercial categories, the CBS figures show that 56 defense broadcasts, taking up 11 hours, 4 minutes and 35 seconds were made on sponsored time, while 61 broadcasts, totaling 19 hours, 16 minutes and 55 seconds, were on sustaining time. Of the network announcements for defense, 99 were made on sustaining and 188 on commercial programs.

A similar breakdown for the WABC programs shows 14 defense broadcasts made under commercial auspices, totaling 1 hour, 58 minutes and 10 seconds. Sustaining programs totaled 19, utilizing 1 hour and 20 seconds of the station's time. Of the defense announcements broadcast by WABC, 34 were on sustaining programs, 244 occurred during station breaks (sustaining) and 7 on commercial shows.

## Progress at KODK

CONSTRUCTION on the new KODK, Kodiak, Alaska, authorized Feb. 18 by the FCC with the personal approval of Secretary of the Navy Frank Knox, will begin immediately, according to Edwin A. Kraft, Seattle advertising executive and owner of KINY, Juneau, Alaska, who was recipient of the construction permit [BROADCASTING, Feb. 23]. Station, with 250 watts on 1230 kc., will serve as a means of communications from the site of one of Alaska's major military bases to isolated points along the Alaska Peninsula and as far west as Dutch Harbor in the Aleutian Islands.

## GE Transfers Green

W. H. GREEN, assigned since June, 1941, to industrial control advertising and sales promotion, has been transferred to the General Electric radio and television department. His duties encompass planning in conjunction with the publicity department, advertising and sales promotion for radio transmitting and carrier current equipment and transmitting, industrial and special purpose tubes. A native of Cedar Rapids, Ia., and a graduate of Iowa State College, Mr. Green joined GE in 1937.

### Dorothy Gregory

DOROTHY GREGORY, 18-year-old radio actress of CBS Chicago, died Feb. 27 of leukemia in Chicago. She had been in the cast of *Scattergood Baines* and *Stepmother*.

**TO HERALD THE START** of its 15 programs and 30 announcements weekly on WNEW, New York, Roma Wine Co., New York, assembled its sales staff at a special meeting to hear talks by (l to r) Al Sommerfield, WNEW sales promotion director; Clifford Glick, WNEW salesman; Lorenzo Cella, vice-president and eastern general manager of Roma Wine. The speakers compared notes on sales figures.

## Report from Moscow

(*Continued from page 16*)

headache. To begin with, there was no two-way conversation between the studio in Moscow and the control room in New York, and making my broadcasts synchronize with broadcasts from London, Berlin, Rome, Manila and elsewhere was accomplished more often by luck and intuition than by science and common sense.

### Clock Problem

"When broadcasts are coming into the central control station from all parts of the world by shortwave, they have to be timed to a split-second if there is going to be any semblance of continuity, or otherwise two or more correspondents will be talking at the same time.

"Clocks in the Moscow studio were generally from two to three minutes faster or slower than the New York studio clocks, and since the former were regulated by Moscow standards and not by Greenwich Meridian Time, there was never any assurance that my broadcasts would be usable in America.

"Paul White, CBS news director in New York, got into the habit of cabling me daily to do something about timing, sometimes suggesting that I wind my watch once in a while. The closest I ever came to synchronizing my broadcasts with those from London, Berlin and elsewhere was when I began talking a half-minute late and stopped a half-minute early. Electric clocks in the Moscow studio were not operated during raids, and all my broadcasts were timed by the only timepiece available—a Soviet model of an American 98-cent alarm clock. It is a wonder that any of the broadcasts my wife and I made twice daily for three months from Moscow were ever heard in America."

## *VATICAN SCHEDULES TO U. S. DOUBLED*

REGULAR broadcast of two programs weekly, 9:30 p.m. (EWT), Sundays and Thursdays will be heard from the Vatican Station, HJV, Rome, it was announced recently. Since last July, only one weekly broadcast from HJV has been sent to the United States.

Primary purpose of the Vatican broadcasts, it was said, will be for exchange of information regarding prisoners of war, internes and other persons far removed from home.

Replying to recent reports, said to be current in Latin-America, that the Vatican attempted to interfere in political relations at the recent Inter-American conference at Rio De Janeiro, Archbishop Amleto Giovanni Cicognani, Apostolic Delegate to the United States, asserted that foreign radio stations are employing the name of the Holy See in propaganda campaigns in Latin America and that the Vatican cannot assume responsibility for programs of this kind.

## Pickups Ride Static

THE MAGNETIC storm that disrupted transoceanic radio circuits during the weekend of Feb. 28-March 1 introduced a high level of static background to the pickups from foreign correspondents broadcast by CBS and NBC, but the only losses reported were the Sunday evening pickups from Sydney, which simply could not get through. The disturbances, attributed to a large sunspot, abated rapidly.

Schedule it on

CKLW

MUTUAL BROADCASTING SYSTEM

. . . if you're Selling

The DETROIT AREA!

• In choosing a radio station or in choosing a market for your product—the big fact is:—"Get the most out of either at minimum expense". Big defense payrolls and retail sales figures are Detroit's claim for America's third largest market. 22 hours daily, CKLW covers this rich market completely. Each day brings more and more time re-newals; testimony of CKLW time-value and buyer's satisfaction.

5000 WATTS DAY and NIGHT

800 KC.

Now You Tell One!

Advertisers by the score are telling their story over WAIR. NOW YOU TELL ONE. When you check results, you're mighty likely to say "It ain't so!"

WAIR

Winston-Salem, North Carolina

*National Representatives*

International Radio Sales

We sell your product as you'd sell it yourself . . . person-to-person . . . sincerely . . . recommending it as one neighbor to another. And it gets results!

WIBW The Voice of Kansas in TOPEKA

# AGENCY *Appointments*

ASSOCIATED HOSPITAL SERVICE of Illinois Inc. (hospital protection plan), to Malcolm Howard Adv. Agency, Chicago. Radio and other media planned. Max G. Holland, account executive.

TIVOLI BREWING Co., Detroit (Altes Lager Beer), to McCann-Erickson, Detroit, as of April 1. Radio and other media to be used.

AMERICAN WINE Co., St. Louis, on March 16 to M. H. Hackett Inc., New York, for Cook's Imperial American Champagnes, and Wines. No radio contemplated yet.

RICHARD HUDNUT, New York (cosmetics), to Kenyon & Eckhardt, New York, effective April 1.

HANNON MEDICINES, Brookhaven, Miss., to Cole & Co., Memphis. A new advertiser, firm will use radio and newspapers.

STREITMANN BISCUIT Co., Cincinnati, to Harry M. Miller Inc., that city.

NATIONAL BISCUIT Co., New York (Triscuit), to Federal Adv. Agency, New York.

JOE LOWE Corp., New York, to Franklin Bruck Agency, New York, for Popsicle, Fudgicle, confections and Revel Ice Cream. Radio plans not settled.

KONJOLA Inc., E. Port Chester, Conn., to General Adv. Agency, Los Angeles.

NATIONAL REFINING Co., Cleveland, to Hubbell Adv. Agency, Cleveland.

PRINCE Matchabelli Perfumery, New York, to Morse International, N. Y.

WISCONSIN State Dept. of Agriculture & Markets, Madison, Wis., to Bert S. Gittins Adv., Milwaukee, for radio.

## *RADIO'S WAR ROLE ON C OF C SERIES*

THREE PRIMARY roles of radio in wartime were described March 8 by Neville Miller, NAB president, in a radio interview with Hardy Burt, radio director of the U. S. Chamber of Commerce, in the first of a weekly transcribed series called *Action on the Home Front.* The series, heard on over 100 stations, features leaders of industry and business relating the role their industries play in the war effort.

Mr. Miller said radio is cooperating with the Government in recruiting workers, soldiers and sailors; stimulating the sale of defense bonds and stamps, and helping to build and maintain public morale. He said radio provides "man's escape valve from the pressure of wartime work and emotions," through laughter and entertainment. Aside from this indirect contribution he cited such programs as *This Is War* and *You Can't Do Business With Hitler,* whose direct morale value is instantly apparent.

Showing the value of radio in transmitting urgent emergency messages, he referred to flexibility of the medium in getting all Navy officers into uniform the day following Pearl Harbor, at the request of Secretary Knox. He referred to a letter from the Civil Service Commission crediting the industry for obtaining personnel in excess of a half-million. Another letter from the Adjutant General of the War Department praised the industry for the "unprecedented number of applicants for aviation cadet training and for enlistments in the Army" resulting from radio announcements. The Navy and the Marine Corps were equally happy over their recruiting successes through radio, Mr. Miller said.

# *Argument Is Heard by Supreme Court On Stay Powers of Appellate Tribunal*

DETERMINATION of the power of the U. S. Court of Appeals for the District of Columbia to stay decisions of the FCC in broadcast cases was argued before the Supreme Court of the United States last Tuesday, at the behest of the lower tribunal. It marked the first time the lower court, by certificate, had asked the Supreme Court to instruct it as to the scope of its jurisdiction in broadcast litigation.

The case, pending for some two years, involved the initial appeal of WCPO, Cincinnati, from the FCC decision, without notice or hearing, granting WCOL, Columbus, fulltime with 250 watts on 1200 kc.—the frequency occupied by the Scripps-Howard station in Cincinnati. WCPO had contended that the grant to the Columbus station materially reduced its coverage by virtue of electrical interference and that the FCC had erred in failing to afford it a hearing.

### Precedence Involved

The case was certified to the Supreme Court last year after the appellate tribunal had divided 3-3, on its power to issue stay orders, thus in effect sustaining a previous 2-1 decision of a section of that court holding it did not have the power to stay FCC rulings.

Several precedents in radio jurisprudence have been involved in the proceedings, particularly as the court previously had regularly issued stay orders in radio cases, without objection from the FCC.

Paul M. Segal, chief counsel for WCPO, told the highest tribunal in last Tuesday's argument that the lower court's action terminated uniform practice on issuance of stay orders which had been followed for 14 years. He argued that the question involved is a basic one of administrative law. While the Commission already had effected the change in WCOL's assignment more than a year ago, he said that testimony in the case had been procured in ex-parte proceedings.

Arguing the case for the Government, Thomas E. Harris, former assistant general counsel of the FCC now with the Office of Price Administration, contended that the FCC alone has the power to determine public interest, convenience and necessity in broadcast assignments. Issuance of stay orders by the courts, he contended, would constitute an interference with normal regulatory processes.

Examination from the bench, however, questioned this contention. Both Chief Justice Harlan F. Stone and Associate Justice Robert H. Jackson inquired whether the appellate provisions of the Communications Act in fact would not become a nullity if the right to stay the actions of the administrative agency were not implicit in the court's power.

Further contentions by Government counsel that the question certified by the lower court was too broad, in that it did take into account other sub-paragraphs of Section 402 (b), dealing with issuance of stays, were likewise subjected to questioning from the bench. Mr. Segal argued that the court had full discretion in limiting the certified question to the facts of the case.

The court took the case under advisement. While no indication was given as to when a ruling might be expected, court observers said that at least two months probably would elapse.

Walgreen Drugs

**HORNING IN** as chairman of the Kiwanis Club Committee aiding the Salvation Army in its drive for Christmas funds, Mike Layman, manager of WSAZ, Huntington, W. Va., lent trumpet aid in the street concerts for solicitations.

## Imperial's New Program

IMPERIAL TOBACCO Co., Montreal (Sweet Caporal cigarettes) on March 2 started a weekly transcribed half-hour show with episodes on activities of the Royal Canadian Air Force, the campaign using a large number of stations across Canada. Account was placed and produced by Whitehall Broadcasting Ltd., Montreal.

FISHING IS BETTER WHERE THERE ARE MORE FISH!
Business is Better
WHERE THERE ARE MORE $s
DROP YOUR SALES LINE INTO
THE HEART OF THE FAMOUS INDUSTRIAL PIEDMONT SECTION OF SOUTH CAROLINA
DOMINATED BY
WFBC
5000 WATTS
GREENVILLE
NBC RED NETWORK
FIRST IN— POPULATION, RETAIL & WHOLESALE SALES, INDUSTRIAL & BUSINESS PAY ROLLS & AUTOMOBILE REGISTRATIONS
NATIONAL REPRESENTATIVE
WEED & COMPANY

"the OIL
we heard
about"
SHELL
BUY DEFENSE BONDS
WHK

The Shell Oil Co. reports that the supply of X-100 Motor Oil anticipated for a year was sold in *five* months. Dealer reaction was "most gratifying". And so in planning future campaigns, Shell wrote, "because of the good job you have done for us, we are certain of WHK".

CLEVELAND, OHIO
Represented by
PAUL H. RAYMER COMPANY

XUM

Where Sales Multiply

Air Castle of the South

W E

50,000 WATTS CLEAR CHANNEL

WSM

NASHVILLE, TENNESSEE •

OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

HIT PARADE

Here We Come!

"Memory of This Dance"

"A Little Bell Rang"

"They Started Something"

BROADCAST MUSIC, Inc.

580 Fifth Ave. • N. Y. C.

WWL

NEW ORLEANS

50,000 WATTS

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate

Nat'l Rep. - The Katz Agency Inc.

KSTP

50,000 WATTS

CLEAR CHANNEL

Exclusive NBC Outlet

MINNEAPOLIS • SAINT PAUL

REPRESENTED NATIONALLY BY EDW. PETRY CO.

## in the CONTROL ROOM

**EDWIN A. PANCOAST Jr.**, formerly of Edwin Strong Inc., New York, has joined Universal Recording Co., New York, as sales manager. Also joining Universal, as chief engineer, is Donald Sherer, formerly in the same capacity at the Strong office. Jack Brown of Universal's engineering staff has been granted an indefinite leave to do defense work.

**DON ANDERSON**, engineer of WHO, Des Moines, is to resign to take a civilian engineering position under the Army Signal Corps.

**AL AUSTIN** has joined the transmitter staff of WJHL, Johnson City, Tenn.

**CARL KESSLER**, former audio engineer of WHIO, Dayton, O., has been stationed in the radio laboratory at Wright Field.

**EUGENE ALTMAN**, graduate of RCA Institute, has joined WWRL, New York, as transmitter engineer, replacing George Heuther who joined the Army Signal Corps.

**DON BLAKE**, transmitter engineer at WWVA, Wheeling, joined the Navy March 7.

**WALTER STONGER**, control room supervisor of WFBL, Syracuse, is the father of a baby boy, born recently.

**AL GODGRON** has rejoined the engineering staff of KXOK, St. Louis, replacing Bob Nicholas who is with the Army in a civilian capacity. John Merry, formerly of KFRU, Columbia, Mo., has been added to the control room.

**BOB EMCH** has been promoted to chief engineer of WKST, New Castle, Pa. Peggy Boughter recently became the first woman control operator at WKST. Herb Sines has rejoined the engineering staff.

**WEYLAND WORDEN**, formerly of KGDM, Stockton, Cal., and Robert H. Clark, formerly of KFVD, Los Angeles, have joined KHJ, Hollywood, as transmitter engineers.

**VERN KOEHLER**, control room operator at KOIN-KALE, Portland, Ore., will join the Army shortly.

**CECIL C. CAVES**, KPRO, Riverside, Cal., technician, has rejoined the Naval Reserve as radioman first class.

**ROBERT D. CHADWICK**, formerly of KSO, Des Moines, has joined KFAC, Los Angeles, as technician.

**RAY TORIAN** and **N. LOREE ANDERSON**, technicians of KGER, Long Beach, Cal., have reported for military training. Robert Ford, formerly Lockheed Aircraft Corp. radio installer, has joined the station's engineering staff.

**JOHN POWELL**, technician of KSL, Salt Lake City, on April 15 is to marry Edith Lyman.

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**DeWITT C. TANNER**, for many years head of the Western Electric Co. patent department and more recently patent counsel for both WE and AT&T, concluded a 40-year Bell System career when he retired March 1. He was also former general patent counsel for ERPI and was active in motion picture patents.

## Lieut. Chase Killed

LIEUT. DONALD L. CHASE, radio technician and former member of the engineering staff of WTMJ, Milwaukee, for ten years, was killed Feb. 26 when an Army plane crashed and burned in the artillery range near Taylor's Mountain, two miles west of Fort Dix, N. J. Lieut. Chase was a member of the 126th Observation Squadron. He joined the outfit at Fort Dix in January where his assignment involved radio work. From last October until he left for Fort Dix in January, he had spent time off from WTMJ as instructor at Gen. William Mitchell field, Milwaukee. Surviving are his parents, his wife and three children.

## Gen. Stoner's New Post

BRIG. GEN. FRANK E. STONER last Wednesday was named chief of the Army Communications Branch in the office of Maj. Gen. Dawson Olmstead, Chief Signal Officer and member of the DCB. Gen. Stoner, who attained that rank last week, succeeds Col. Otis K. Sadtler who headed the branch since the beginning of the year and prior to that was in charge of the Army Operations Branch.

## Grand Rapids FM Grant

MICHIGAN'S sixth commercial FM station was granted when the FCC last Tuesday issued a construction permit for high-frequency facilities in Grand Rapids to King-Trendle Broadcasting Corp. CP is for 46.9 mc. with a service area of 5,300 square miles. Permittee is also licensee of WOOD-WASH, in that city, as well as WXYZ, Detroit, key station of the Michigan Network.

### Carl Pfanstiehl

CARL PFANSTIEHL, 54, inventor of radio appliances, died March 1 in Chicago after a stroke. He was vice-president and director of research of the Pfanstiehl Chemical Co., Waukegan, Ill. He founded the Pfanstiehl Metallurgical Co. in Chicago, and when he left that company 20 years ago its name was changed from Pfanstiehl to Fansteel. He is survived by a widow, two sons and two daughters.

### WOR Engineer in Movies

AT HOME to visitors in a genuine Chinese junk, Alfred Nilson, engineer at WOR, New York, is the subject of an episode in a Universal *Stranger Than Fiction* short now making the rounds of movie houses in New York and New Jersey. The film shows Nilson at work in a WOR studio control room and at home in his strange craft which is moored to a pier in a Westchester, N. Y., harbor.

### Union Moves Office

NATIONAL ASSN. of Broadcast Engineers & Technicians has shifted national offices from Chicago to Hollywood, with headquarters at 1509 N. Vine St. Telephone is Granite 7273. James H. Brown, NBC Hollywood engineer, was elected president in late February, succeeding E. C. Horstman, Blue Network Chicago engineer. Frank M. Figgins, NBC Hollywood engineer, is secretary.

250 WATTS • 1400 KILOCYCLES

NEWS
Every Hour on the Hour

WHBQ
MEMPHIS, TENN.

NEWS—MUSIC—SPORTS

## *WCNW TRANSFER TO WLIB SOUGHT*

AUTHORITY to transfer ownership of WCNW, Brooklyn, as well as permission to change call letters to WLIB, is sought in an application to the FCC, it was reported by the station.

Transfer would be from Arthur Faske, founder and operator of WCNW since 1926, to WLIB Inc., "The Voice of Liberty." Principals of the assignee, according to WCNW, are Mr. Faske; Elias Godofsky, general manager; Louis W. Berne, sales promotion manager; William Weisman, attorney, formerly with WMCA; Aaron L. Jacoby, former registrar and sheriff of Kings County and now executive director of the Brooklyn Hebrew Orphan Asylum; Irwin Steingut, Democratic minority leader of the New York State Assembly.

Currently WCNW is operating with 250 watts on 1600 kc., and under the proposed plan the new WLIB will begin operation on or before March 25 on 1190 kc. with 1,000 watts in New York City. Foreign language programs will make up the WLIB morning schedule with the balance of the broadcast day devoted to English programs.

## W71NY Feeds Gaspipe

ARRANGEMENTS have been made for the first regular relay of programs broadcast by WOR's FM station, W71NY, New York, over the Columbia U gaspipe network. According to Charles Godwin, manager of W71NY, programs will be picked up beginning March 9, intermittently, from 8:15 a.m. to 8 p.m. by CURC, campus station. Programs will reach dormitories through equalized special wires. Commercial and sustaining broadcasts will reach more than 2,000 men and the coeds attending Barnard College.

### Quota Stamps

FIVE - DOLLAR defense stamps are awarded to each member of WJHL, Johnson City, Tenn., each month that the sales staff meets its sales quota. Plan originally was to offset the increased cost of living and according to the station, the sales department is constantly "offsetting".

*"But listen, Joe, ever since I took my wife's advice to advertise over WFDF Flint Michigan, I always listen to what she says."*

## Operators Sought For Defense Work

### FCC Needs Enlarged Staff For Monitoring, Detection

OPENINGS for additional engineering personnel resulting from broader defense activity were announced by the field division of the FCC's engineering department last Wednesday. Experienced radio operators especially skilled in the identification of radio telegraphic traffic are desired.

Additional personnel is required to augment the present staff engaged in the detection and suppression of illegal stations and the monitoring of subversive transmissions. New jobs have resulted from the Commission's participation in the Air Raid Warning Service in cooperation with interceptor command of the Army.

### Experience an Asset

Men who have had previous experience in the Army, Navy, Coast Guard, and other Governmental services and those who have served in the Army and Navy amateur nets are especially desired. But any person holding a commercial radiotelegraph license or an amateur capable of sending and receiving 25 words per minute in the International Morse code would receive equal consideration, the FCC stated.

All appointments will be made in accordance with the Civil Service rules from registers of monitoring and assistant monitoring officers and radio operators maintained by the Civil Service Commission. Operators are appointed at a starting salary of $1,800 per year with promotion dependent upon individual qualifications and ability. Those having a radio engineering background as well as operator experience begin at $2,600 with similar opportunities for advancement. Operators will receive $6 per day for subsistence when operating outside the limits of their headquarters station.

Other employment opportunities exist in FCC radio inspection. One position titled radio inspector offers salaries ranging from $2,000 to $2,600 to persons not exceeding the age of 45. Assistant positions paying $2,000 require completion of a 4-year college course in electrical or communication engineering or physics, although radio engineering experience may be substituted. To qualify for the $2,600 positions applicants must have had, in addition, at least one year of graduate study in communication engineering or one year of radio engineering or teaching experience. All applicants must be able to send and receive in the International Morse Code.

College seniors in electrical or communication engineering or graduate students in communication engineering may apply if their course will be completed by October, 1942. Applications for the written test must be filed with the Civil Service Commission's Washington office not later than April 21.

## AN AMERICAN EAR FOR CHINA

### Dr. Stuart, Noted Ham, Picks Up Programs From Chungking for Rebroadcast Here

AMERICAN ear for China is the job of Dr. Charles E. Stuart of Ventura, Cal., a dentist by profession and a radio "ham" since he was 13. Dr. Stuart has been assigned by the Central Chinese Government to receive Chinese shortwave broadcasts directed primarily for use by the Chinese News Agency in New York City and by United China Relief.

Dr. Stuart's job is to receive and transcribe daily English broadcasts coming from XGOY, and XGOX, Chinese international broadcasting stations in Chungking. These shortwave broadcasts usually consist of military and general news and talks by distinguished foreigners and Chinese.

Aiding Dr. Stuart in maintaining his listening post in Ventura is Mrs. Alicia Held. Taking dictation from a source 7,000 miles away by radio probably establishes her as the most distant secretary in the world.

The frequency used by XGOY and XGOX for these American broadcasts and the time of day set for the broadcasts are determined by Dr. Stuart and vary with the seasons. At the present time, broadcasts are made on 11.9 and 15.2 mc respectively at 6:30 a.m. and 7 a.m. All programs are recorded on acetate instantaneous discs and then transcribed by Mrs. Held.

Dr. Stuart uses uni-direction antennae (rhombic) which are also reversible. One of the antennae used for the Chungking receptions is a highly directive diamond rhombic with a full mile of wire in the system. This gives great signal strength from Chungking, according to Dr. Stuart, plus reliable consistent reception when poor general reception conditions are confronted. The location of this vital station is ideal since it is on a flat stretch of beach land underlaid with salt water, which gives maximum reflection and ground conductivity. The low horizon plus the absence of interfering hills or mountains, shields the incoming signals.

*Mrs. Held Takes Dictation From China*

The Chungking broadcasting studio, located in the heart of Free China's much-bombed capital, is constructed of huge blocks of granite four feet thick, and is bombproof. The transmission apparatus is set up outside the town in a dug-out blasted from the side of the hill on which Chungking sits. Broadcasts from Chungking are piped through to the transmission stations by telephone.

Dr. Stuart became a radio "ham" in 1914, and has been actively engaged in amateur radio activities since 1932. A few years ago, he was honored by the Century Club, an organization of radio amateurs, for having proof of contact with more than 100 countries.

### WGST Case Deferred

HEARING on the license renewal of WGST, Atlanta, scheduled for Feb. 26, has been continued to March 26 by the FCC because of the illness of Arthur Lucas, Georgia radio station and theater operator, one of the prospective lessees, who was to testify. Mr. Lucas' appearance on the stand was previously cut short by his illness and the postponement has been granted for his convalescence. Georgia politics are playing a big role in the discussion of the present leasing of the station by the licensee, Georgia School of Technology, to the Sam Pickard interests. The last hearing, was highlighted by a fistic encounter between Clarence L. Calhoun, Atlanta attorney, and John E. McClure, Washington attorney over Mr. McClure's branding a statement of Mr. Calhoun as a "lie" [BROADCASTING, Feb. 16].

BILL STERN, NBC's director of sports, flies to Hollywood March 11 to take the part of a radio reporter in the new Goldwyn production, "Pride of the Yankees," a film based on the life of Lou Gehrig.

KTUL

5000 watts • CBS

TULSA, the Oil Capital

*Ask your Agency to ask the Colonel!*

FREE & PETERS, Inc., National Representatives

New! SUPER SOUND EFFECTS

New EFFECT RECORDS, NEVER BEFORE RELEASED!

New NUMBERING OF RECORDS AND RELATED GROUPING!

New CATALOG CONTAINING COMPLETE CROSS INDEX!

Be sure to write for this Catalog, listing Standard's newest Sound Effects and revised groupings.

Standard Radio

New York Chicago Hollywood

# Studio Notes

DETROIT'S first Russian program was inaugurated recently on WJBK under the sponsorship of the Russian United Organizations. Through ten local organizations Russian artists appear on the weekly half-hour broadcasts to promote Russian War Relief. WJBK now presents programs for 13 nationalities, each in their respective tongues. Seven of these groups have contributed more than $13,000 to the American Red Cross through a series of special programs being broadcast regularly.

ALL-DAY drive by WIOD, Miami, brought an extra $100,000 to Greater Miami's defense bond drive recently. Devised by A. H. Robb, WIOD general manager, the drive lasted from 5:45 a.m. Saturday until 1:15 a.m. Sunday; every available sustaining period and all local commercials tied into the drive with spot announcements at every possible break. Many stage, screen and radio personalities joined in the campaign as listeners phoned in their pledges for a climax to the campaign which already had raised more than $1,500,000 in bond sales.

WOW, Omaha, is campaigning on the air and through its house organ, *Radio News Tower*, for listeners to cooperate with telephone coincidental surveys. WOW points out that it is through this expression of listeners' choice that better programs are broadcast.

FOUR new programs were made possible when WIBG, Philadelphia, increased its broadcast day with three quarter-hours added to the early morning schedule and 30 minutes added in the evening. Of the programs added, one is religious, two are musical and the fourth is war commentary.

### Same Dates

TEARING out the walls of WOC, Davenport, Ia., during a recent remodeling of its studios, a 1925 calendar that had been walled in that year during another renovating move was brought into light. Placed alongside of a 1942 calendar it was further revealed the dates were identical.

COLORADO's Gov. Ralph L. Carr recently addressed Coloradans in a hookup of all the stations in the state originating at KOA, Denver. Topic was the much-discussed proposal to remove enemy aliens from the Pacific Coast to Colorado and other Rocky Mountain States.

WHO, Des Moines, through Herb Plambeck, editor, and Mal Hansen, assistant of the station's farm department, has started a new series of agricultural broadcasts, *Victory Gardens*.

THE STORY of the "little people" of the free countries, and why they are fighting begins this week on WNYC, New York's Municipal Station on a series *Salute to the Allies*. Broadcasts deal with the people of China, the Netherlands, Russia, Great Britain, Free France and Norway, as well as South America.

ANTI-RUMOR spot announcements started by WOR, New York, are presented periodically each day to warn listeners against indiscreet whispers passing as honest information.

KSOO-KELO, Sioux Falls, sponsored the South Dakota State Golden Gloves tournament recently, donating the net proceeds to the American Red Cross.

5000 WATTS DAY & NIGHT
IN THE HEART OF A DEFENSE MARKET WHERE PURCHASING POWER IS UP!
WRNL
910KC IN THE CENTER OF THE DIAL
RICHMOND VIRGINIA
EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES

SERVICE MEN on leave from WLS, Chicago, are receiving station gossip in a new mimeograph bulletin issued monthly and edited by Chuck Ostler, producer. Active staff members have formed a "dime-a-month club" to buy cigarettes, candy and other gifts for former staff members now in the service.

JAMES F. HOPKINS, manager of WJBK, Detroit, was host to the 63 members of the studio staff at a theatre and buffet supper party given Feb. 27.

KMOX, St. Louis, is sending its men and women's bowling teams to various points in Illinois and Missouri to roll against local teams for the benefit of American Red Cross chapters. Appearance in Springfield, Mo., netted $150 for the fund. Teams are composed of KMOX staff members.

WCSC, Charleston, S. C., just two days after installation of two new auxiliary power units and an emergency gasoline driven generator, was forced to utilize its new equipment when operation was endangered by a power failure on Feb. 28. Station came back on the air after a 30-second cutoff.

WCBI, Columbus, Miss., recently exhibited its new mobile unit in a local Defense Bond Parade staged by the American Legion and the Defense Bond Committee of Lowndes County. Equipped with a 50-watt public address system the unit will also have its own 1,000-watt power plant propelled by a gas engine, remote control facilities and a shortwave transmitter upon completion.

AN ENTERTAINMENT unit composed of volunteer radio personalities has been organized at KPO, San Francisco by Mary Milford, actress. One night a week they visit isolated Army and Navy posts to entertain the service men. The shows are presented under the auspices of the Red Cross.

KTMS, Santa Barbara, Cal., on Boy Scout Day, was host to more than 500 members of that organization from Santa Barbara and Ventura Counties. Announcements, station breaks and time signals were also given by the youths Ken Peters and Carlos Cook, program director and chief announcer, respectively, devoted the entire day to interviews with special broadcast also presented by Scouts from the station's remote studio in Ventura.

AL BLAND's *Morn Patrol* on WCKY, Cincinnati, was rechristened last week as *The Blandwagon* when the show's star awarded a defense bond to the winner of the contest to select a new title.

KOA broadcast Denver's first "ship launching" in carrying details of the departure of a trainload of prefabricated parts to be assembled at a shipyard on the coast.

SPOTS TOKIO
U.S.
WHERE THEY'LL DO THE MOST GOOD!
TEXAS' BOOMING GULF COAST INDUSTRIAL AREA
1000 WATTS 560 KC FULL TIME BLUE NETWORK
KFDM
BEAUMONT
Represented by HOWARD H. WILSON COMPANY

NATIVE INDIAN ART executed by Charles Loloma adorns the new studio of KOY, Phoenix. George Cook (left), treasurer of WLS, Chicago, sister station of KOY, congratulates Loloma, Hopi artist who was commissioned by Burridge D. Butler, president of the two stations, to paint the murals.

## DEFENSE IN SALUTES

### Small Communities Tell Their Service to Nation

DRESSING the familiar salute theme in defense clothes, WJSV, Washington, has achieved a double-breasted interest. Each week WJSV salutes a community in its primary or secondary area, stressing the town's defense activities. Leading musical organizations in each community usually supply the appropriate music and a local defense figure is the principal speaker.

Aired each Sunday afternoon, about half of the show is live, including a speaker, usually a newspaper editor, who describes the town's part in the development of the state and nation. Remainder of the program is transcribed in the town several days beforehand, using music and dramatized versions of local defense organizations.

Promotion opportunities have been good. John Heiney, promotion director, runs an ad in each town's weekly. Editors have been generous with editorial and pictorial space following each week's salute. Washington papers have consistently picked up the story from the weeklies through their correspondents. Writer of the series is James Hurlbut, WJSV publicity director.

When the program was cleared by the Office of the Censor, J. Harold Ryan, assistant director of censorship, wrote: "You are to be congratulated on a public service feature that is so clearly established in the operation of the program as a whole."

### WPB Labor Advisory Group

THE Radio Labor Advisory Committee of the War Production Board will shortly form a subcommittee to provide consulting service to the Electrical Appliance & Durable Goods Branch, WPB, it was announced last week. Members of the labor advisory group, at a recent meeting, said that unions in the radio industry had suggestions to offer to help speed conversion of plants to productions of communications products required by the military.

# Damm Is Elected President At Meeting of FM Stations

## Shepard Resigns From FMBI Post; Prospects of FM Under Wartime Conditions Are Discussed

WALTER J. DAMM, general manager of WTMJ, Milwaukee, and of its FM affiliate, W55M, was elected president of FM Broadcasters Inc. at the organization's third annual membership meeting, held last Tuesday at the Hotel Ambassador, New York.

Mr. Damm succeeds John Shepard 3d, president of Yankee Network and owner of FM stations W39B, Boston, and W43B, Paxton, who resigned due to the press of other duties after having headed the national trade association of frequency modulation stations since its inception. Mr. Shepard recently became head of the Broadcasters Victory Council, liaison body between the broadcasting industry and the Government.

### Other Officers

Theodore C. Streibert, WOR-W71NY, New York, was elected vice-president of FMBI, while Robert T. Bartley, Yankee Network, continues as secretary-treasurer. Three directors whose terms had expired—Dr. Ray H. Manson, WHAM-W51R, Rochester; John V. L. Hogan, WQXR-W2XQR, New New York, and Mr. Streibert—were reelected as board members for the next three years. Jack H. DeWitt Jr., WSM-W47NV, Nashville, was elected a new director for a two-year term, succeeding C. M. Jansky Jr., Washington consulting engineer who resigned to take a position with the War Production Board.

Chief business of the meeting, which was attended by 38 members, was a thorough discussion of the prospects and plans for the immediate future of FM, which resulted in a decision to continue the work of FMBI on behalf of FM development. Reports on various aspects of the medium were delivered by Philip G. Loucks, Washington counsel of the organization; Lee McCanne, assistant general manager of Stromberg-Carlson, who explained the priority situation as it affects the production of FM receivers; C. H. Bell and W. R. David of General Electric Co., discussing receiver and transmitter manufacturing problems respectively, and Frank Gunther of Radio Engineering Laboratories, who also discussed the transmitter manufacturing situation.

An Executive Engineering Committee was appointed, with Franklin M. Doolittle, WDRC-W65H, Hartford, as chairman. Other members are Mr. Hogan, Mr. De Witt, J. R. Poppele of WOR-W71NY, and D. W. Gellerup, WTMJ-W55M.

Roundtable discussions of program and engineering problems occupied the afternoon. A demonstration of an FM relay was given, with a program originating at W43B, Paxton, picked up by a relay transmitter in Connecticut and relayed on an ultra-high frequency band to W31NY, New York, which rebroadcast it for the New York service area.

### To Maintain Quality

Following the meeting an FMBI spokesman stated that none of the delegates in attendance reported any intended curtailment of FM program caliber or station operating hours at this time due to the war. Representatives of FMBI members registered at the session included:

Wendell Adams, W67NY, New York; R. T. Bartley, Yankee Network; C. H. Bell, General Electric; R. A. Borel, WBNS, Columbus; E. K. Cohan, CBS; W. J. Damm, W55M, Milwaukee; W. R. David, General Electric; J. H. DeWitt Jr., W47NY, Nashville; Franklin Doolittle, W65H, Hartford; Dick Dorrance, FM Broadcasters Inc., New York; William Fay, WHAM, Rochester; Robert L. Gibson, General Electric, Charles Godwin, W71NY, New York; Gordon Gray, W41MM, Mt. Mitchell; Bill Green, General Electric; Frank A. Gunther, Radio Eng. Labs., Long Island City; O. B. Hanson, NBC; Arthur Hull Hayes, W67NY; John V. L. Hogan, W2XQR, New York; John R. Latham, American Network; Philip G. Loucks, FM Broadcasters Inc., Washington; Italo A. Martino, WDRC, Hartford; Lee McCanne, Stromberg-Carlson, Rochester; C. J. Meyers, W59C, Chicago; Arnold Nygren, WFIL, Philadelphia; Elliot M. Sanger, Interstate Broadcasting Co.; J. R. Sheehan, General Electric; John Shepard 3d, Yankee Network; Charles Singer, W71NY, New York; W. M. Stedman, WOR, New York; L. A. Stoner, WBNS, Columbus; K. W. Stowman, W69PH, Philadelphia; Theodore C. Streibert, W71NY, New York; R. Swolpe, WBNS, Columbus; C. H. Wesser, W45D, Detroit; E. K. Wheeler, W45D, Detroit; J. R. Poppele, WOR, New York; Benjamin Gross, Stromber-Carlson, New York.

**MORE THAN 1200 CLASSROOMS** in West Virginia take the American School of the Air from WCHS, Charleston. For the past two years WCHS has had a full time educational director in the person of Melva Graham Chernoff. Shown above is a group of high school students participating in one of the School of the Air programs. WCHS counts the American School of the Air one of its most valuable public service features. Adv.

## Kroeck Manager of KTMS

LOUIS F. KROECK, for more than a year sales manager and more recently assistant manager of KTMS, Santa Barbara, Cal., has been appointed general manager of that station. He succeeds Charles A. Storke, who in addition to being associate publisher has taken over managing editorship of the *Santa Barbara News-Press* which owns and operates that station. Widely-known on the West Coast, Kroeck before joining KTMS in January, 1941, was an account executive of KOY, Phoenix, and also acted as sports commentator on the Arizona Network.

Mr. Kroeck

## Court Upholds Call

RIGHT of a broadcaster to the exclusive use of his call letters was upheld last week in a precendent-making decision handed down by Justice Murray Hulbert in the Federal Court in New York. Deciding a suit brought by Bamberger Broadcasting Corp., operator of WOR, New York, against William W. Orloff, doing business as the WOR Printing Co., Justice Hulbert ruled the plaintiff is entitled to the exclusive use of the call letters WOR and that their use by Orloff constituted unfair business practice.

the Favorite
ROCHESTER STATION
With Both LOCAL and NATIONAL Program Sponsors
There must be a reason for such Preference . . . Investigate Yourself!
BASIC CBS
WHEC
ROCHESTER, N. Y.

## NBC NAMES BEREND FOR PACIFIC SALES

FRANK (Bud) BEREND, western manager of McManus, John & Adams, Los Angeles, has been appointed NBC western division sales manager. Sydney Dixon, who held that post for five years has been transferred to the newly-created position of NBC western division national spot sales manager. Changes, effective March 1, were announced in Hollywood by Sidney Stratz, the network's Western division vice-president.

Mr. Dixon

Mr. Berend

Before joining McManus, John & Adams, Mr. Berend was for six years advertising manager of Pontiac Motors. Prior to that he was assistant advertising manager of Chevrolet Motor Co. Dixon, who was Western sales manager since 1937, has been associated with NBC for 11 years. In his new capacity he will handle national spot sales in the western area for WMAQ WEAF WRC WOWO WGY WBZ KDKA KOA KPO.

STILL LEADING

Independent surveys show CJOR still leading the local field, morning, afternoon and evening.

CJOR

Vancouver—B. C.

Nat. Rep.:
J. H. McGillvra (US)
H. N. Stovin (Canada)
600 KC 1000 Watts

### News Formula

DESIGNED for the person who hears only one news summary a day, the first part of the WPAT, Paterson, N. J., five-minute newscasts now headlines important happenings on all news fronts for the preceding hours of the day. Following a brief commercial, the second portion of the newscast brings details on the most recent news developments. By focussing attention on last-minute news, and including less important items, it aims to appeal to the person who hears several newscasts daily.

### Art Barry to Navy

ART BARRY, of the Chicago sales staff of Free & Peters, station representatives, has been granted a leave of absence to join the Bureau of Aeronautics of the Naval Reserve as lieutenant senior grade, it was announced by James L. Free, president. Mr. Barry will be stationed in Washington under Harry Anderson, formerly chief of public relations of General Mills, Minneapolis. Mr. Free announced that Charles Burke, manager of the F&P Detroit office, will work out of the Chicago office for the duration.

### Maj. Mitchell Promoted

TEN MONTHS after his appointment as a major in the U. S. Army, Curtis Mitchell, former editor-in-chief of *Radio Guide*, has been promoted to rank of Lieutenant Colonel. Headquartering in Washington, Col. Mitchell is officer in charge of the intelligence and analysis branch, Bureau of Public Relations.

### Leberman to Navy

P. K. LEBERMAN, president and general manager of W47NY, New York FM station, as well as owner of KRSC, Seattle, is winding up his business affairs for the duration, prior to entering the Navy as Lieut. Commander on active sea duty in about two weeks. He is a graduate of Annapolis.

Seasoned by Seasons of Sports
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THESE FIRMS: Atlantic Refining Co.—Wheaties—Socony Vacuum—Walgreens—Gillette—Tom Moore Cigars—20 Grand.

- MAJOR AND MINOR LEAGUE BASEBALL
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- HOCKEY—BASKETBALL—RACING—TRACK
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223 East Hall
SAVANNAH, GA.
Telephone 3-6903

Draft Deferred
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A-1 Recommendations

### Hill's New Post

WESTON HILL, formerly vice-president and creative director of H. W. Kastor & Sons Adv. Co., Chicago, and before that of Blackett-Sample-Hummert, Chicago, and Ruthrauff & Ryan, New York, has joined Sherman & Marquestte, Chicago, in an executive capacity. Mr. Hill's duties at Kastor will be temporarily taken over by Ed Aleshire, executive on the Procter & Gamble Teel account.

## PAUL PORTER JOINS HENDERSON OFFICE

PAUL A. PORTER, for five years CBS Washington counsel in the office of Harry C. Butcher, Washington vice-president, has resigned and this week will assume the post of assistant administrator of the Office of Price Administration under Leon Henderson. He will be director of the newly-created Rent Division, which has charge of curbing excessive rents during the war emergency.

Paul Porter

Last week Mr. Butcher was called to temporary duty with the Navy Dept., reporting in uniform for a two-week tour of training duty in Naval Communications. He holds a reserve commission as lieutenant commander and is subject to call for fulltime duty.

Mr. Porter's new post is the third he has taken on Government call during the last few years, but the others enabled him to take leave of absence from CBS whereas his OPA job required his resignation. Last fall he was loaned to OPM to manage a British labor-management mission on tour of American defense plants. In May, 1940, he was on temporary assignment with the National Defense Advisory Commission as deputy to Chester Davis.

His duties will be assumed by Kenneth L. Yourd, his assistant recently assigned from New York.

## Jack Benny Is Signed To Two-Year Contract

GENERAL FOODS Corp., New York, has negotiated a new two-year contract with Jack Benny, comedian, which will keep him under sponsorship of that firm until spring of 1944 [BROADCASTING, Jan. 19]. Although details were not available, it is understood that under the new contract Benny will receive around $22,000 weekly for the packaged NBC *Jack Benny Show* advertising Jell-O.

Cast will continue to include Mary Livingstone, Phil Harris and orchestra, Dennis Day, vocalist, Rochester (Eddie Anderson), Don Wilson, announcer, with writers Bill Morrow and Ed Beloin. Under his current contract Benny reportedly is receiving $19,200 per week for the packaged show. Troupe will summer vacation for 13 weeks starting in June. No replacement program has been announced by Young & Rubicam, agency servicing the account.

## Duane Jones Plans Specialized Agency

### Radio to Get Two-Thirds of New Firm's Total Billings

DUANE JONES, vice-president and partner of Maxon Inc., New York, announced last week that on March 15 he will resign to start his own agency under the firm name of Duane Jones Co., with headquarters at 570 Lexington Ave., New York. The new agency will specialize in the advertising of package products only, the kind sold over retail counters at not more than a dollar an item, with radio to be the major medium.

Entering the advertising business in 1923 with Lord & Thomas in Los Angeles, where he became an account executive and later manager of the Los Angeles office, Mr. Jones in 1930 was transferred to New York as a vice-president. Two years later he left to join Maxon in the same capacity, but in 1934 he moved to Benton & Bowles, also as vice-president. From there he went to Blackett-Sample-Hummert as executive vice-president and in 1940 returned to Maxon as a partner in the agency.

Firms whose advertising the new Jones agency will service include: B. T. Babbitt Inc., New York (Bab-O, Babbitt Cleansers, Lycons); B. T. Babbitt-Holly Corp., Vernon, Cal. (Holly Cleanser, Babbitt's Sal Soda); Benson & Hedges, New York (Virginia Rounds, Parliament, Debs cigarettes); Continental Briar Pipe Co., New York; Hecker Products Corp., New York, flour and cereal division (H-O Oats, Heckers' Cream Farina, Force); C. F. Mueller Co., Jersey City (macaroni products); Joseph Tetley & Co., New York (tea).

Mr. Jones has served these clients from one to seven years, the announcement states, adding that the entire organization which has been associated with him in this service will be included in his new agency. Detailed announcement of personnel will be made as soon as the agency is located in its new offices, probably before April 1.

Radio will be a major medium, accounting for perhaps two-thirds of total billings, it was stated. Programs presently on the air for various products, which will be continued, include *David Harum*, on NBC and CBS for Bab-O; *Judy & Jane*, on some 15 stations via transcriptions for Hecker Products; Mark Hawley on CBS for Mueller macaroni and Don Goddard on WEAF, New York, for the same product; Tim Healy on WHN, New York, and by transcription on about 12 other cities for Force; local news shows in about 20 cities for Benson & Hedges.

### Ray Coffin

RAY COFFIN, 54, onetime program director of W6XAO, Don Lee television station in Hollywood, died March 5 in Dallas from a heart attack. In 1937 he was western manager of the former Atlas Radio Corp.

## Network Accounts

All time Eastern Wartime unless indicated

### New Business

McCOLL FRONTENAC OIL Co., Montreal (Red Indian) on March 8 started *Fred Allen* on 14 Canadian Broadcasting Corp. alternative network stations, Sun. 9-10 p.m. Agency: Ronalds Adv. Agency, Montreal.

CARTER PRODUCTS, New York (Arrid), on March 2 started *Jimmy Fiddler* on 15 Canadian Broadcasting Corp. alternative network stations, Mon. 7-7:15 p.m. Agency: Small & Seiffer, N. Y.

IMPERIAL TOBACCO Co., Montreal (Sweet Caporal cigarettes), on March 11 starts *Congress du Rire* on CKAC, Montreal; CHRC, Quebec; CKCH, Hull, Que., Wed. 9:30-10 p.m. Agency: Whitehall Broadcasting Ltd., Montreal.

GOLDEN STATE Co., San Francisco (dairy products), on March 9 starts for 52 weeks *News With Jim Doyle* on 3 California Don Lee stations (KHJ KFRC KDB), Mon., Wed., 6:15-6:30 p.m. (PWT). Agency: Ruthrauff & Ryan, San Francisco.

UNACAL PRODUCTS Corp., Los Angeles (Bif), on March 27 starts for 52 weeks *News With Jim Doyle* on 32 Don Lee stations, Friday, 6:15-6:30 p.m. (PWT). Agency: Lord & Thomas, Los Angeles.

TRIMOUNT CLOTHING Co., New York (Clipper Craft Clothes), on March 19 starts *Dorothy Thompson* on 65 Blue stations, Thurs., from 8:45-9 p.m. Agency: Emil Mogul Co., N. Y.

### Renewal Accounts

JOHNSON & JOHNSON, New Brunswick, N. J. (Band-Aid), on March 31 renews *Voice of Broadway* on 65 CBS stations, Tues., 6:15-6:30 p.m. Agency: Young & Rubicam, N. Y.

RALSTON-PURINA Co., St. Louis (Ry-Krisp), on April 3 renews *Elsa Maxwell's Party Line* on 79 Blue Network stations, Fri., 10-10:15 p.m. Agency: Gardner Adv. Co., St. Louis.

S. C. JOHNSON & SONS, Racine (wax), on April 7 renews for 52 weeks *Fibber McGee & Molly* on 129 NBC stations and 31 CBC stations, Tues., 9:30-10 p.m. Agency: Needham, Louis & Brorby, Chicago.

CARNATION Co., Milwaukee (canned milk), on April 6 renews for 39 weeks *Carnation Contented Program* on 59 NBC stations, Mon., 10:00-10:30 p.m. Agency: Erwin, Wasey & Co., Chicago.

GENERAL MILLS, Minneapolis (Gold Medal Flour), on March 23 renews *Hymns of All Churches* on 40 CBS stations, Mon., Tues., and Thurs., 10:00-10:15 a.m. and (Bisquick) *Betty Crocker* on 40 CBS stations, Wed. and Fri., 10:00-10:15 a.m. Agency: Blackett-Sample-Hummert, N. Y.

E. R. SQUIBB & SONS, New York (proprietary), on March 30 renews for 13 weeks *Frank Parker* on 50 CBS stations, Mon., Wed., Fri., 6:30-6:45 p.m. Agency: Geyer, Cornell & Newell, N. Y.

GENERAL FOODS Corp., New York (LaFrance, Satina, Postum), on March 30 renews for 13 weeks *Joyce Jordan, Girl Interne* on 75 CBS stations, Mon. thru Fri., 2:15-2:30 p.m. Agency: Young & Rubicam, N. Y.

AFFILIATED PRODUCTS, Jersey City (Edna Wallace Hopper cosmetics), on March 23 renews *John's Other Wife* on 70 Blue Network stations, Mon., Tues., Wed., 3:30-3:45 p.m. Agency: Blackett-Sample-Hummert, N. Y.

ANACIN Co., Jersey City (headache remedy), on March 23 renews *Just Plain Bill* on 70 Blue Network stations, Mon. thru Fri., 3:45-4 p.m. Agency: Blackett - Sample - Hummert, N. Y.

MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer, vitamins), on March 30 renews for 52 weeks *News of the World* on 30 NBC stations, Mon. thru Fri., 7:15-7:30 p.m. Agency: Wade Advertising, Chicago.

CUDAHY PACKING Co., Chicago (Old Dutch Cleanser), on March 23 renews for 52 weeks *Helpmate* on 35 NBC stations, Mon. thru Fri., 10:30-10:45 a.m. Agency: Blackett-Sample-Hummert, Chicago.

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart dog food), on March 1 renewed Bob Becker's *Chats About Dogs* on 54 NBC-Red stations, Sundays, 3:00-3:15 p.m. Agency: Henri, Hurst & McDonald, Chicago.

GENERAL FOODS Corp., New York, on April 7 renews *When a Girl Marries* for Calumet Baking Powder on 74 Red stations, Mon. thru Fri., 5-5:15 p.m., and *Portia Faces Life* for Posts 40% Bran Flakes on 85 Red stations, Mon. thru Fri., 5:15-5:30 p.m. Both renewals are for 52 weeks. Agency: Benton & Bowles, N. Y.

### Network Changes

AMERICAN CHICLE Co., Long Island City (Dentyne), on March 18 shifts Bill Henry's *By the Way* from 7 CBS Pacific stations, Tues., Thurs., 5:30-5:45 p.m., Sat., 9:45-10 p.m. to 16 NBC West Coast stations, Wed., Thurs., Fri., 6:45-7 p.m. (PWT). Agency: Badger, Browning & Hersey, N. Y.

GENERAL MILLS, Minneapolis (Wheaties), on March 17 will replace *The Mystery Man* with *Guiding Light* on 28 NBC-Red stations, 2:15-2:30 p.m., Monday through Friday. Agency: Knox Reeves Adv., Minneapolis.

GENERAL ELECTRIC Co., Schenectady (radio and television division), on March 3 added three CBS stations to *Frazier Hunt*, making a total of 51 CBS stations, Tues., Thurs., Sat., 6-6:15 p.m. Agency: Maxon Inc., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Ivory soap), on March 4 added 8 CBS stations to *Ransom Sherman*, making a total of 73 CBS stations, Wed., 9:30-10 p.m. Agency: Compton Adv., N. Y.

GENERAL MILLS Inc., Minneapolis (Wheaties), on March 17 replaces *Mystery Man* with *Guiding Light* on 28 NBC stations, Mon. thru Fri., 2:15-2:30 p.m. Agency: Knox-Reeves Adv., Minneapolis.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), on March 25 shifts *Kay Kyser's College of Musical Knowledge* on 109 NBC-Red stations, from Hollywood to New York, Wednesday, 10-11 p.m. (EWT), with program on service camp tour for six weeks or more. Agency: Lord & Thomas, Chicago.

PROCTER & GAMBLE Co., of Canada, Toronto (Ivory), on March 4 added CFRB, Toronto, to the CBS show *Junior Miss*, Wed., 9-9:30 p.m. Agency: Benton & Bowles, N. Y.

### WJZ On All Night

LATEST STATION to join the large group of stations remaining on the air throughout the night is WJZ, New York, which on March 16 will start an all-night all-music nightly program, *Say It With Music*, 1-7 a.m.

TO THIS STATION

½ Million People in Northeastern Wisconsin Listen Nearly 60% of the Time—The Only Big Station in This Rich Area. No Other CBS Station can be Heard Regularly.

WTAQ

The only CBS outlet for Northeastern Wisconsin

GREEN BAY, WISCONSIN

JOHNNY LONG records for LANG-WORTH

MORE SALES PER DOLLAR!

Just Ask the Advertisers Who Use

WTCN

MINNEAPOLIS BLUE NETWORK ST. PAUL

..79% of Them Renew Their Contracts Year After Year

Because WTCN is the Northwest's Most Popular Radio Station . . . with Programs for Every Age and Taste.

Because WTCN Covers the Twin Cities Market Like a Blanket . . . at a Reasonable Price.

Because WTCN Provides Newspaper Publicity for Its Advertisers' Programs.

FREE AND PETERS, INC.
National Representatives
New York Chicago Detroit Atlanta
Los Angeles San Francisco

The One Book the Whole Industry is Reading

RADIO Goes to War

By CHARLES J. ROLO

**Tells** what happened when British radio went to war.

**Gives** the latest news of international broadcasting.

**And offers** a blueprint for democratic psychological warfare.

"An excellent job . . . It is the first and most complete volume on the whole aspect of propaganda in the air."
*—A. A. Schechter, Director, NBC News Room*

"*Extremely pertinent and most fascinating.*"
*—The Philadelphia Inquirer*

*$2.75 at all bookstores or direct from the publishers*

G. P. PUTNAM'S SONS
2 West 45th St., N. Y. C.

BLANKETING AMERICA

22 MILLION POSTAL TELEGRAPH OFFICES!*

POSTAL TELEGRAPH, PLEASE. I'D LIKE TO SEND A TELEGRAM

* Wherever there's a telephone . . . there's Postal Telegraph!

Next time you want speedy telegraph service — remember — it's convenient, it's economical, it's fastest to . . .

Phone*

Postal Telegraph

*For your convenience, charges appear on your phone bill

## Court Stay

*(Continued from page 9)*

works will seek deferment of the Chicago proceedings until there is a final adjudication of the FCC litigation.

### May Be Dropped?

In some quarters, reports were current that the Chicago proceedings might not come to trial at all. This, however, was viewed as pure speculation, since there has been no declaration of policy by the Government that anti-trust proceedings will be suspended for duration of the war. In particular cases, affected with the war interest, however, it has been indicated that anti-trust proceedings will be deferred or even dropped, where the war effort might be impeded.

In view of the repeated declaration by responsible Government officials that broadcasting falls in the sphere of essential war activity, it was conjectured that efforts ultimately will be made to seek suspension of the proceedings as an interference with necessary broadcasting activity.

Disposition of the triple-damage suit of MBS against RCA-NBC, based on the anti-trust proceedings, likewise is destined to be held in abeyance until there is an adjudication of the anti-war proceedings. This suit, seeking a total of $10,275,000, was filed Jan. 10—on the heels of the Department of Justice complaints. NBC has until April 3 to reply to Judge Barnes' Court.

The statutory court lost no time in authorizing the stay, handing down its rulings only three days after hearing the arguments. Expeditious action was taken in the light of contentions by NBC and CBS counsel that the commission's so-called anti-monopoly rules would become effective March 9 with resultant confusion in the industry.

Circuit Judge Learned Hand and District Judges Henry W. Goddard and John Bright executed the orders granting the stay and allowing the Supreme Court appeal. Judge Bright dissented from the previous ruling of the majority upholding the FCC's contention of lack of jurisdiction.

### Rights of Plaintiffs

The court said that the relief requested "is necessary to preserve the status quo pending an appeal by the plaintiff to the Supreme Court." It ordered that "until May 1, 1942 or the argument of the appeal herein before the Supreme Court of the United States, whichever is earlier, the FCC be and the same hereby is restrained from enforcing these regulations which were issued in their amended form on Oct. 11, 1941 and which are known as 'Order in docket No. 5060'."

In its per curiam opinion, the court said the Commission of course is right in saying that "we have decided that the plaintiffs have adequate protection outside of these actions and in spite of their dismissal; nevertheless, in deciding whether a stay should be granted pending an appeal, we must assume that we may be mistaken, certainly a not unreasonable assumption in view of Judge Bright's dissent." Then it continued:

**BRONZE BOOKENDS**, won as third prize in the 12th annual exhibition of outdoor advertising by the Chicago Federated Adv. Club for WWL's poster, announcing the New Orleans station's change in dial position last year, are examined by (l to r) the Rev. Francis Cavey, S. J., faculty adviser; H. W. Summerville, WWL general manager, and Joseph Epstein, vice-president of the Fitzgerald Adv. Co., which designed the poster.

"If so, the plaintiffs will not be adequately protected, and indeed they may not be anyway if the Commission does not withhold enforcement in all cases until the issues could be once and for all determined in a renewal proceeding.

"Considering on the one hand that if the regulations are enforced the networks will be obliged to revise their whole plan of operations to their great disadvantage, and on the other that the Commission itself gave no evidence before these actions were commenced that the proposed changes were of such immediately pressing importance that a further delay of two months will be a serious injury to the public, it seems to us that we should use our discretion in the plaintiffs' favor to stay enforcement of the regulations until they can argue their appeal.

"For these reasons we will grant such a delay until the argument of the appeal before the Supreme Court or the first day of May, 1942, whichever comes first. For any further stay the plaintiffs must apply to the Supreme Court itself, or to the Circuit Justice."

The statutory court also issued a third ruling, labelled it "Findings of Fact". This follows in full text:

I. That if the FCC, pending the plaintiff's appeal to the Supreme Court from the judgment of this court dismissing the complaint herein, enforces its regulations, issued in their amended form on Oct. 11, 1941, and if these are invalid; and if this court—contrary to its said judgment—has in fact jurisdiction over the cause of action stated in the complaint; the plaintiff will be seriously and irreparably damaged.

II. That the said Commission has not declared that it will not enforce such regulations pending the appeal, except as to a station itself seeking to test their validity.

III. That the Commission, in the hearings leading to the said regulations and especially in its consideration of the evidence taken thereon, did not indicate that their immediate enforcement was a matter of urgent public interest.

IV. That a further delay in such enforcement of two months or until the appeal can be argued, whichever is earlier, will not, so far as can be ascertained, involve injury to the public commensurate with the injury to the plaintiff arising from enforcement, if the conditions mentioned in the First Finding exist.

*Conclusion of Law*—That the plaintiff is entitled to a stay pending its appeal to the Supreme Court; said stay being an order forbidding the FCC from enforcing the regulations above mentioned before the argument of the appeal to the Supreme Court or the first day of May, 1942, whichever is earlier.

### Petitions to Appeal

Identical petitions were filed with the statutory court by CBS and NBC, seeking authority for direct appeal to the Supreme Court. They contended that they were aggrieved by the final order of the

TESTING?

Reach a big chunk of ILLINOIS . . . do your testing thru the DECATUR station

250 W. 1340. Full Time
Sears & Ayer, Reps.
How can we help you?

WSOY

wer court and asked that the rec- rd be certified to the Supreme ourt.

Accompanying the petitions were irtually identical assignments of rror. NBC contended that the low- court had erred in dismissing its nplaint on jurisdictional grounds d in failing to find that it had risdiction to issue the injunction. S made these contentions and ded that the court erred in fail- to consider on the merits its plication for a preliminary in- ction and in failing to grant the junction.

The papers were filed by John T. hill, for NBC, and John J. Burns, f counsel for CBS. Charles ans Hughes Jr., special counsel CBS, however, had argued for stay in the proceedings.

The court on March 2, in allow- the appeals to the Supreme ourt, asserted the appeals should made returnable 40 days from arch 2. It fixed the bond at $750 each instance.

Herbert V. Akerberg, CBS vice- resident in charge of station rela- ons; William S. Hedges, NBC ce-president in charge of stations, d Keith Kiggins, Blue Network tation relations vice-president, romptly advised their affiliates of e action.

Mr. Akerberg said that grant of e May 1 stay in no way precludes BS' appeal to the Supreme Court or suspension of rules if necessary.

### Stations Notified

"Stay was granted, as you proba- ly know," he said, "after FCC refused to suspend rules until test ases could be tried in District ourt of Appeals. This stay is most onstructive news to date in our ght against regulations which ould not only be diastrous in hemselves to the standards of American broadcasting, but which ould establish most dangerous recedent. We are filing our appeal ith the Supreme Court this week nd will keep you advised."

Mr. Hedges wired NBC affilia- ions as follows:

"Supplementing my wire to you f Feb. 27, this will advise you that n our suit against the FCC the ederal Court in New York today nanimously granted a further tay of the network regulations ntil May 1, or until the argument f our appeal before the Supreme ourt, whichever shall first occur. f a further stay is needed, the ourt indicated application should e made to the Circuit Judge of he Supreme Court."

A similar notice was sent Blue tations by Mr. Higgins.

## New Agency Formed

ODGERS & WARREN, 274 Mad- son Ave., New York, a new advertising agency, has been formed by erry Rodgers, formerly secretary-treasurer of Van Dolen-Givaudan & Masseck, and James M. Hyman Adv. to handle cosmetic, fashion nd general accounts. Mr. Rodgers will act as radio director.

## AFA Post to Le Wald

CURTIS C. LE WALD, formerly with D. P. Brother & Co., Detroit advertising agency for six years, has been appointed assistant to J. A. Welch, president of the Advertising Federation of America. Previously he was manager of the Chicago office of Campbell - Ewald Co., and advertising manager of Buick Motor Co.

## ASCAP Members Electing Officers

### Results to Be Announced at Meeting Set for March 27

BALLOTS for use in electing eight ASCAP directors—four publishers and four writers—were mailed to the membership of the Society last Wednesday, according to E. C. Mills, chairman of the Society's administrative committee. Ballots must be returned by March 19 and the results will be announced at the annual general membership meeting to be held at the Ritz-Carlton Hotel, New York, March 27.

Explaining that the present incumbents are always considered as candidates for reelection unless they notify the nominating committee to the contrary, Mr. Mills listed the candidates as follows: Publisher members: Max Dreyfus, Jack Mills, John O'Connor, A. Walter Kramer, present incumbents; Sam Fox, Edwin H. Morris, Max Winkler, Donald Gray, nominees. Writer members: Gene Buck, Jerome Kern, George W. Meyer, Geoffrey O'Hara, present incumbents; Rube Bloom, Vernon Duke, Ray Henderson, Sam Lerner, Al Lewis, Sam H. Stept, Howard Hanson, Albert Stoessel.

### High Posts Involved

In addition to their candidacy for reelection as writer members of the ASCAP board, Mr. Buck and Mr. Meyer also face an election for their positions as president and secretary of the Society. Terms of all ASCAP officers expire April 1. No election was held last year due to the controversy with the broadcasting industry which was at its height a year ago, and in the fall, after an agreement had been reached with the broadcasters, it was decided to postpone the election until this April [BROADCASTING, Nov. 24, 1941].

Other ASCAP officers in addition to Mr. Buck and Mr. Meyer are: Louis Bernstein, vice-president; Otto A. Harbach, vice-president; Gustave Schirmer, treasurer; J. J. Bregman, assistant secretary; Irving Caesar, assistant treasurer.

About 250 writer members of ASCAP attended a mass meeting at the Hotel Astor, New York, last Tuesday, at which writer candidates were introduced to their fellow members. This meeting was not called by ASCAP, but by the writers nominating committee, headed by Abel Baer [BROADCASTING, March 2].

## Haverlin Asserts All NAB Meetings Favor BMI Pacts

### Flood of Signatures Within Next Few Days Expected

THE NEW eight-year BMI licenses have been signed and returned by 274 stations, representing well over half of the industry's dollar volume, Carl Haverlin, BMI vice-president in charge of station relations, reported last Thursday following a meeting of the BMI board. He recently returned to New York from a swing around the country attending NAB district meetings.

With no exceptions, broadcasters attending the eight meetings held thus far have endorsed the new contracts, Mr. Haverlin said, adding, however, that many broadcasters admitted they had put off signing the sheaf of papers because of an unwarranted belief that the present contracts ran until the end of March, since they began April 1 of last year.

### Expects Many Signers

He said he had explained that terms of the consent decree signed by BMI with the Government on March 12, 1941 require clearance at the source by the same date this year, so the new contracts, involving this principle, are dated from March 12, 1942.

Mr. Haverlin stated that he expects a flood of contracts to come into BMI headquarters this week and that by the deadline date almost if not all of the present BMI licensees will have signed the new licenses.

Mr. Haverlin's report of the district meetings was the main business of the BMI board meeting, following which the directors present discussed with BMI executives plans to advise broadcasters who have not yet acted on the contracts of the March 12 deadline and urging them to get busy and get their licenses back.

No official action could be taken by the board since a quorum was not present. Niles Trammell, NBC president, is ill; Edward Klauber, CBS executive vice-president, and Paul W. Morency, general manager of WTIC, Hartford, were vacationing in Florida, and John Shepard 3d, president of the Yankee Network, was called to Washington on emergency war work. The three directors present were Neville Miller, president of NAB and BMI; John Elmer, owner of WCBM, Baltimore; Walter Damm, general manager of WTMJ, Milwaukee.

Also in attendance were John H. McDonald, assistant treasurer of NBC; Mefford Runyon, vice-president of CBS; Mark Woods, president of the Blue Network; M. E. Tompkins, vice-president and general manager of BMI; Sydney Kaye, BMI executive vice-president; Mr. Haverlin.

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

WHO

at Des Moines
is "Heard Regularly"
all over IOWA with
50,000 WATTS
from the center
of the State

J. O. MALAND, *Manager*
FREE & PETERS, Inc.
*National Representatives*

U.P. gives you

"THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS"

Columbia's Station for the
SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

## Actions of the FEDERAL COMMUNICATIONS COMMISSION

FEB. 28 to MARCH 6 INCLUSIVE

### Decisions . . .

FEBRUARY 28

**WCAU, Philadelphia**—Granted petition intervene hearing of WFAS, White Plains, and NEW, Paul F. Godley, Newark.

MARCH 3

**KPQ, Wenatchee, Wash.**—Granted special service authorization to 12-1-42 560 kc 500 w N 1 kw D.

**WKBN, Youngstown, O.**—Granted acquisition of control by Warren P. Williamson Jr. thru gift 430 shares by W. P. Williamson Sr.

**WBBM, Chicago**—Granted CP install new transmitter, move site.

**KWKW, Pasadena, Cal.**—Granted modification CP install directional D.

**WGPC, Albany, Ga.**—Granted voluntary assignment to J. W. Woodruff and J. W. Woodruff Jr., partnership.

**WSOO, Sault Ste. Marie, Mich.**—Adopted order setting aside Feb. 20 action denying license renewal; applicant must file for appearance within 20 days.

**NEW, Edward J. Doyle, Rochester, N. Y.**—Denied petition grant CP new station 1240 kc 250 w.

**KWK, St. Louis**—Dismissed petition rehearing against grant to KFEQ; dismissed with prejudice amended application 680 kc 50 kw D 25 kw N directional unl.

**NEW, Howard R. Imboden, Pulaski, Va.**—Placed in pending file under order 79 applic. CP new station.

**NEW, King-Trendle Broadcasting Corp., Grand Rapids, Mich.**—Granted CP new FM station 46.9 mc. 5,300 sq. mi.

**KWID, San Francisco**—Granted modification CP substitute 15290 kc in lieu 15350 kc.

DESIGNATED FOR HEARING—**NEW, Radio Corp. of Annapolis, Annapolis, Md.**, CP new station 1040 kc 250 w limited to WHO; **NEW, The Walmac Co., Alice, Tex.**, CP new station 1230 kc 250 w; **NEW, Edward E. Reeder, Seattle**, CP new station 1600 kc 250 w; **NEW, Granite City Radio Broadcast Co., Murray, Utah**, reopened for further hearing applic. CP new station 1490 kc 250 w; **WRAL, Raleigh, N. C.**, CP change 850 kc increase 1 kw N 5 kw local sunset directional N and transmitter move; **WRUF, Gainesville, Fla.**, CP directional N increase hours to unl.

MARCH 5

REOPENED FOR FURTHER HEARING—NEW, **Utica Broadcasting Co., Utica, N. Y.**, CP new station 1450 kc 250 w, **NEW, Midstate Radio Corp., Utica**, same, **NEW, Utica Observer-Dispatch Inc., Utica**, CP new station 1470 kc 1 kw (consolidated hearing); **NEW, Jefferson Broadasting Corp., Birmingham, Ala.**, CP new station 1340 kc 250 w unl., **NEW, George Johnston Jr., Birmingham**, same, **NEW, WBAM Inc.**, same (consolidated hearing); **NEW, Hennessey Broadcasting Co., Butte, Mont.**, CP new station 1490 kc 250 w unl., **NEW, Barclay Craighead, Butte**, same (consolidated hearing).

**NEW, Nashville Broadcasting Co., Nashville**, CP new station 1240 kc 250 w, **NEW, Tennessee Radio Corp., Nashville**, same (consolidated hearing); **NEW, Air-Waves Inc., Baton Rouge, La.**, CP new station 1400 kc 250 w. **NEW, Louisiana Communications Inc., Baton Rouge**, same (consolidated hearing); **NEW, Newark Broadcasting Corp., Newark**, CP new station 620 kc 5 kw unl. directional.

MARCH 6

**WMAS, Springfield, Mass.**—Granted dismissal applic. CP 910 kc 1 kw unl directional.

**NEW, James F. Hopkins Inc., Ann Arbor, Mich.**—Granted petition amend applic. specify 250 w.

### Applications . . .

MARCH 4

**NEW, Chattanooga Broadcasting Corp., Chattanooga, Tenn.**—Amend applic. CP new station to request 800 kc 1 kw D omit request facilities WAPO when vacated.

**WIS, Columbia, S. C.**—Modification license change name to Surety Life Insurance Co.

**KEX, Portland, Ore.**—Special service authorization 1190 kc 10 kw to 1-1-43.

**KRE, Berkeley, Cal.**—Amend applic. CP to request 960 kc 1 kw facilities of KROW contingent on shift.

### Tentative Calendar . . .

**KWFT, Wichita Falls, Tex.**, modification license 620 kc 5 kw unl directional April 10.

## *FCC MAY TRANSFER CERTAIN EMPLOYES*

TRANSFER of a number of FCC employes identified with normal regulatory activities to other agencies of the Government classified as strictly wartime operations, is contemplated in line with President Roosevelt's recent executive order on war personnel.

Under this order, issued Feb. 27, the FCC was classified in two categories. Employes engaged in defense activities, including key officials and staff members assigned to work of the Defense Communications Board, National Defense Operations Section, and Foreign Broadcast Monitoring Service, were placed in Class 2, second in rating only to Army, Navy and War Production Board as wartime agencies. Other FCC employes, detailed to routine regulatory activities, were listed under Class 5, furthest removed from war functions.

The Commission, it was said, now is exploring the whole question of transfer of certain employes to war agencies. While no shifts yet have been made, it is understood they will be cleared shortly. How many employes will be involved will not be known until the preliminary survey is completed.

## Jay Sims on WLW

JAY SIMS, newscaster heard recently on WOR, New York, will replace Peter Grant on WLW, Cincinnati, starting March 9, according to James D. Shouse, vice-president of Crosley Corp. On that date Grant will join the Army. Sims also becomes moderator of *Views On the News*, a Sunday 4:30-5 p.m. (EWT) broadcast which becomes an NBC Network program fed by WLW to WOWO, Ft. Wayne; WBOW, Terre Haute; WMAQ, Chicago; WCOL, Columbus; WGBF, Evansville; WSPD, Toledo.

## Seek Freon Cylinders

CYLINDERS used by stations to hold Freon gas for air-cooling have become scarce because of defense needs for compressed steel and the War Production Board has asked that they be returned for refilling. Unless empties are returned by March 10, the WPB stated, scheduled gas production for March can be delivered only in part.

## *RADIO IS EXEMPT IN POWER RATION*

IN THE FIRST limitation order on electric power issued by the War Production Board Feb. 28, radio stations were declared exempt, along with hospitals, airports, telephone systems, traffic control, signal systems and certain defense industries.

The order, applying to Buffalo, Niagara Falls and Western New York, is to be put into effect when power shortages occur. It provides for mandatory reduction up to 50% in power demands of large consumers—specifically those with demands over 200 kw.—who are not engaged in war production or essential civilian services, and also restricts new consumers who may have demands exceeding 100 kw.

The WPB stated that action was taken in the Buffalo area to provide for war production and to take care of emergency breakdowns in power supply.

The WPB order, specifically exempting stations, follows assurance given by the Federal Power Commission that only in an extreme emergency would power be cut from broadcast transmitters [BROADCASTING, Feb. 2].

### WJJD Names Pearson

JOHN E. PEARSON Co. has been named exclusive representative of WJJD, Chicago. Mr. Pearson has also announced opening of a New York office at 342 Madison Ave. in charge of Hines Hatchett, formerly of the New York sales staff of John H. Perry Assoc. Telephone is Murray Hill 2-0578.

FOR LIFE-LIKE MONITORING
GET THIS NEW G-E LOUD-SPEAKER
(Type JCP-10)

- ★Perfectly matched to the G-E *FM* station monitor with monitoring amplifier
- ★Unusually fine response from 30 to 15,000 cycles, with G-E monitoring amplifier
- ★Single-unit construction
- ★Special alnico permanent magnet for field
- ★8-ohm voice coil; 20-watts input
- ★Can be furnished with 18-inch high base of matching walnut veneer, which provides ample space for mounting high-fidelity amplifier
- ★An excellent speaker for audience and sponsor rooms

*PRICE . . . $75.00 net, f.o.b. factory*
*(Base, if desired, $20.00 additional)*

**ORDER NOW** through the nearest G-E office or direct from General Electric, Radio and Television Dept., Section 160-26, Schenectady, N.Y.

GENERAL ELECTRIC

## Rep. Cox Forecasts Probe Bill Action

### Expects an FCC Investigation Despite Efforts to Block

FAVORABLE action of the House Rules Committee on his resolution (H.Res. 426) to investigation the FCC was predicted by Rep. E. E. Cox (D-Ga.) last Friday, despite purported extraordinary measures to block its approval in quarters close to the Administration and the FCC.

Rep. Cox, ranking majority member of the Rules Committee and a powerful influence in the House, said he had reasons for not pressing for Rules Committee action during the preceding fortnight, but added that he has confident approval for the appointment of the select committee would be forthcoming. He expressed no doubts whatever about favorable committee action, though in other quarters it was reported that sufficient force had been exhibited in other legislative quarters to block the inquiry as an unnecessary "fishing expedition" during wartime.

Meanwhile, the Sanders Bill (H.R. 5497) for revision of the Communications Act and remaking of the FCC still is slated for hearings before the House Interstate & Foreign Commerce Committee. It was said at the committee that a date will be set as soon as subcommittees now working on other legislation have completed their reports, so that full attendance will be assured. It was pointed out, however, by committee spokesmen that in wartime consideration of legislation not having a definite bearing on the war effort may be sidetracked at any time.

As things stand now, it was stated that Chairman Lea plans to call hearings as promptly as possible, once the subcommittees have completed their work on other legislation. This may come later this month, it was said.

Rep. Cox, who castigated FCC Chairman James Lawrence Fly and the FCC majority for purported efforts to "federalize communications" in introducing his resolution last month, said that there was ample sentiment in the House for the inquiry. He proposes to procure a fund, possibly of $25,000, to defray the inquiry costs and retain an attorney prosecutor as well as two or three investigators [BROADCASTING, Feb. 9-16].

## Pinkham Expands

LYDIA E. PINKHAM MEDICINE Co., Lynn, Mass. (proprietary), on March 2 started a 13-week campaign of one-minute transcribed announcements three to eight times weekly on 18 stations, thus bringing the total list of stations carrying its spots to more than two hundred. New stations are KALB WCBM WJLS WAAB WMJM WSAR WFOR WTBT KPLC KVOL WSKB WMGA WKST WNLC WNBH WSAY WPAX and WBTH. Agency is Erwin Wasey & Co., New York.

# CLASSIFIED *Advertisements*

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. **Bold face listings, double. BOLD FACE CAPS,** triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

## Help Wanted

**mercial man who can sell and write—**Opportunity for advancement. Local sta- ion. Please state qualifications and sal- ry desired. Box 217, BROADCASTING.

**ouncer—**Qualified to handle news and l types of mike work. Give complete etails including salary requirements. ox 218, BROADCASTING.

**isiana Station—**Has opening for good nnouncer who can also handle baseball ames in topnotch manner satisfactory to ponsor. Permanent year 'round position. ive full details experience, where em- loyed last two years, salary expected and dvise if audition of voice available. All eplies confidential. Box 223, BROAD- ASTING.

**E TO DRAFT Situation—**Established rm of station representatives has open- g in New York office. Preferably man ble to carry himself on percentage basis. ive complete radio background. An- wers will be held confidential. Box 235, ROADCASTING.

**KW. REGIONAL WANTS—**Reliable, ber chief engineer. Capable of taking harge of maintenance and operation of ermanent position. Married man pre- erred. Give references and experience. ll replies confidential. Box 233, BROAD- ASTING.

**dio engineer—**Wanted to supervise all ontrol work, recording, network feeds, aintenance, 250 watt MBS station. To ight man opportunity as chief engineer fter trial period. New studios. RCA quipment. Draft has shortened our staff eginning in March when job is open. State references, experience, salary, draft status. This is permanent position. WGRC, Louisville, Ky.

**d copy writer—**Who can also do micro- hone work. $25 per week. Southern NBC station. Box 228, BROADCASTING.

**gineer—**Experienced with RCA equip- ent and studio control. Position now pen. State references, experience, draft tatus. Good starting salary. Mid-west NBC affiliated station. Box 222, BROAD- ASTING.

**ief Engineer—**For 1000 watt station on Pacific Coast. State qualifications and alary expected. Box 226, BROADCAST- NG.

**e personality announcers—**Somewhere n some large station there is a capable ersonality announcer who hasn't had a hance to show what he can do with a light and lively morning show, or a "make believe ballroom" feature. Some- where there may be a small station an- nouncer hedged in by restrictions or who may not have found the breaks or the skillful cooperation by management to build himself into a personality. We said "personality" . . . not "poisonality". No smart alecks. No city slickers. No jabberers. If you have a handshake and a smile in your voice, have a sense of humor, willing to work and take orders, know something about records and tran- scriptions, and interested in a permanent spot with an outstanding Mutual sta- tion write us today. Send references, a good transcription, salary expected, draft status. WGRC, Louisville.

**ll-pulling announcer—**Who can also handle regular mike assignments. NBC station, southeast. $32.50. State experience and references first letter. Box 229, BROADCASTING.

**lesman—**Who has been trained to make intelligent sales presentations and able discuss comparative media costs, advertising cost analysis, etc. Excellent opportunity in real boom town. $40 week guarantee. Must be bondable. WGAC, Augusta, Ga.

**anted Immediately—**Transmitter operator who can copy Transradio Press. Experience not necessary. Permanent work. Send complete details first letter. KWYO, Sheridan, Wyoming.

## Help Wanted—(con'd.)

**SMALL, NON-NETWORK, ISOLATED RADIO, UNDER-DEVELOPED—SEEKS EXPERIENCED, PRACTICAL, ALL-AROUND MAN AS MANAGER. LIVING SALARY GUARANTEED. CHANCE TO SHARE IN PROFITS. IN YOUR APPLICATION STATE ALL DETAILS YOU WOULD SEEK IF CHOOSING MAN FOR THIS JOB. BOX 230, BROADCASTING.**

**Engineer-Operator** — Immediate Metropolitan Independent Station. ABTU working conditions and pay scale. Give complete information first letter including snapshot and draft status. Box 240, BROADCASTING.

## Situations Wanted

**Violinist—**Modern, western, doubling strings. Arrange, organize. Draft exempt. "Musician," 1300 W. 10th, Topeka, Kansas.

**Chief Engineer—**Experienced, reliable, desires change. Available at once. Box 227, BROADCASTING.

**EXPERIENCED PROGRAM DIRECTOR—**Can handle all phases of program and music production; excellent pianist and accompanist. Experienced as announcer, including news and sports. Married. Draft exempt. Now employed. Box 238, BROADCASTING.

**Announcer—**College graduate, excellent musical background plus commercial experience, desires position with progressive station. 23, draft deferred, dependable, conscientious. Box 234, BROADCASTING.

**Announcer—**29, 3A, 5 years' experience commercial, sports, special events, desires large station connection. Box 237, BROADCASTING.

**Production Man—**Diversified experience on small station. Top-flight continuity writer. Reliable. Cooperative. College. Married. Box 224, BROADCASTING.

**PROGRAM DIRECTOR-PROGRAM PRODUCTION—**6 years' executive program experience in major stations. 15 years in radio. Available now. Locate anywhere opportunity for program development. Wire Box 216, BROADCASTING.

**ENGINEER—**Experienced 1 to 50 KW desires position with Southern station. Draft exempt. Box 219, BROADCASTING.

**CHIEF ENGINEER—**Desires station. Expert on maintenance. Draft free. Box 220, BROADCASTING.

## Wanted to Buy

**Want—**72-C RCA Recording Attachment. Box 225, BROADCASTING.

**Will Pay Cash—**For 1 phase monitor for directional array in A-1 condition. Must have FCC approval; 7500′ No. 5 or 6 seven-stranded wire, tinned preferred; 1000′ twisted pair, 600 volt insulation copper mesh shielded. Box 232, BROADCASTING.

**We will pay—**Top price for microphones, turn-tables, coaxial sampling lines, phase monitor, program limiter amplifier, single wire lead. Equipment must be of acceptable quality and condition. Box 231, BROADCASTING.

**Complete 5 KW transmitter** phase monitor for two element array. Submit full description and price. Box 239, BROADCASTING.

## For Sale

**WESTINGHOUSE 75 K.W. RECTIFIER—**Components. Including 3- 25 K.W. 13,500 volt transformers, 2- auto-transformers, 15 henry choke, interphase reactor. Oil filled, condition A-1. Miller Watkins, WLAC, Nashville.

## DETROIT'S FM LIKES

### W45D Finds Out Good Music Is Most Desired

THE FIDELITY of FM, especially for classical and concert music, has struck a responsive chord among listeners, according to a recent survey of W45D, high-frequency outlet of the *Detroit News* and WWJ.

Questionnaires under the signature of E. K. Wheeler, W45D manager, had been circularized among 247 FM set owners in Detroit and adjacent areas asking preferred type of program and favorite listening period as well as inviting comments and suggestions. A 51% response, 127 replies, was received by the station.

With first, second and third program choices requested, 82% of the total mentions were for classical and concert music broadcasts. Other mentions were, newscasts, 71%; semi-classical vocalists, 62%; popular music, 45%; popular vocalists, 28%; sports, 24%.

As expected, the evening was the largest listening period with 80% of listeners stating they tuned in from 8 to 10 p.m.; 74% from 6 to 8 p.m.; 33% from 10 p.m. to midnight. Afternoon listening ranged from 12% at noon increasing to 27% as evening approached. The study further disclosed that 8% of the listeners usually were tuned in during the morning.

Voluntary comments were made by those returning the questionnaires praising the quality of reception as well as the program service of W45D.

## Swan to Use 140

LEVER BROS. Co., Cambridge, Mass., last week and this is placing a campaign for Swan soap on 140 stations throughout the country, using 10-15 one-minute announcements or evening chain-breaks weekly. Agency is Young & Rubicam, New York.

# PROFESSIONAL DIRECTORY

**JANSKY & BAILEY**
*An Organization of*
**Qualified Radio Engineers**
**Dedicated to the**
*SERVICE OF BROADCASTING*
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**RING & CLARK**
Consulting Radio Engineer
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

# NBC's Top Series Go by Shortwave To Forces Abroad

COMPLETION of an arrangement between NBC and the Army, Navy and Marine Corps, whereby the top-ranking programs of the NBC network will be recorded and shortwaved around the globe for the American servicemen abroad, was announced last Thursday by John F. Royal, NBC vice-president in charge of international relations.

To insure clear reception our armed forces throughout the world, wherever they may be listening, three 50,000-watt shortwave transmitters are employed in each broadcast, WRCA and WNBI, NBC stations in New York, and WBOS, Westinghouse station in Boston. Each station is using directive beam transmitting antennas. WRCA directs the program to Iceland and the entire Caribbean area; WNBI beams it to Ireland, England, Central Europe, Alaska and Hawaii; WBOS sends it to Ireland, Iceland and the Central American bases. WBOS and WRCA are dedicating new directive antennas for this service, supplementing their other antenna arrays.

### What Sponsors Are Doing

Beginning Feb. 28, R. J. Reynolds Tobacco Co. instituted shortwave rebroadcasts by NBC of the *Al Pearce Show* to expeditionary forces all over the world. Tuesday evening programs of *Fibber McGee & Molly*, sponsored by S. C. Johnson & Sons, Racine, Wis., have been recorded by NBC Radio-Recording Division and for 18 weeks effective March 1 are shortwaved Sundays at 9:30 a.m. Agency is Needham, Louis & Brorby, Chicago. The *Al Pearce* program on NBC Thursdays at 7:30-8 p.m. is shortwaved Saturday at 1:15 p.m. also for an 18-week period. Wm. Esty & Co., New York is the agency. On March 8, for 26 weeks, Miles Labs., Elkhart, Ind., began shortwaving its *National Barn Dance*, heard Saturdays 9-10 p.m. on NBC, in the 11-12 noon period Sundays. Wade Adv. Agency, Chicago, is agency.

Through other sponsors like General Foods Corp., Emerson Drug Co., Colgate-Palmolive-Peet Co., P. Ballentine & Co., F. & M. Schaefer and others, the boys on foreign duty will be able to hear each week the programs of *Jack Benny, Burns & Allen, The Aldrich Family, Ellery Queen*, Tallulah Bankhead, Milton Berle, Bill Stern and others.

Government representatives in the arrangement were: Lieut. Rankin Roberts, U. S. Army; J. Harrison Hartley, U. S. Navy; Maj. George T. Van der Hoef, U. S. Marine Corps.

# Wartime Shortwave Operation Up to FDR and Budget Bureau

UPON the Budget Bureau and President Roosevelt this week may rest the determination how the nation's shortwave broadcasting stations will be operated during the wartime emergency, with the likelihood that the Donovan Committee's plan—proposing a virtual subsidy for continued private technical operation and maintenance while programming is handled by Government agencies [BROADCASTING, Feb. 23, March 2]—would be adopted in substance.

The Rockefeller Committee's proposal for one big company, either privately or Governmentally owned, and the so-called Paley Plan, envisaging the grouping of the shortwave broadcasters into two competitive organizations, are understood to have been shelved in favor of the Donovan project.

### Submitted to Fly

Already, it was unofficially reported, the Crosley shortwave outlet, WLWO, has virtually been turned over to the Donovan Committee so far as the clearance of its programs through the Donovan New York studios is concerned.

William J. Donovan, Nelson Rockefeller and their radio aides have been in huddles for several weeks over the various projects, and last week the suggested plan was turned over to FCC-DCB Chairman James Lawrence Fly for his study. He may make changes in the plan, it is understood, before it goes to the Budget Bureau. That agency has jurisdiction since it involves considerable outlays to the stations to cover technical operation, improvements and depreciation, as well as the probable construction of more stations. The budget and the formula of payments to the stations were not disclosed.

Under the Donovan Plan the shortwave stations would lease all their time to the Government, with the Rockefeller Committee utilizing 4 p.m. to midnight for Latin American service and the Donovan Committee the remainder for service to all countries outside the Western Hemisphere. Programs would be built by the two organizations and also by the stations' own staffs, but all would clear through the Donovan New York studios.

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# *KPAS, IN PASADENA, FORMALLY OPENED*

KPAS, new 10,000-watt fulltime station on 1110 kc. in Pasadena, Cal., temporarily operating with 5,000 watts on an 18-hour daily schedule, observed its formal opening March 3-5 with a series of special broadcasts and continuous open house. Climaxing festivities was a banquet on Thursday night.

Some 300 radio industry and agency executives with other civic and cultural leaders of Southern California attended. With many notable speakers and staged in the Huntington Hotel where studios are located, the banquet was presided over by Robert McCurdy, president of the Pasadena Tournament of Roses Committee.

Owned and operated by Pacific Coast Broadcasting Co., of which J. Frank Burke Sr. is president and general manager, KPAS by special temporary FCC authorization went on the air on Feb. 18 [BROADCASTING, Feb. 23]. It will continue to operate under the present setup until early May when a 10,000-watt Western Electric transmitter is to be installed. Loyal K. King is executive assistant to Mr. Burke. John L. Akerman is commercial manager of KPAS, with C. H. Leinhaas program and production manager.

Drawn for BROADCASTING by Sid Hix

*". . . and From Overhead Came the Constant Drone of Spitfires and P-40s!"*

# Nutrition Drive To Include Radio

RADIO will play an important part in the nationwide educational campaign to be launched March 18 under the joint sponsorship of the Federal Government and the food industry for the purpose of promoting a national nutrition program, whose final details are now being checked by the Office of Defense Health & Welfare Service, Federal Security Agency.

Although detailed information of the advertising and publicity drive were lacking last week, it is understood that television may also be used, especially in publicizing the governmental symbol of the program, which will also be shown on posters, billboards and point-of-sale display material in addition to its inclusion on the packages and in the advertising of products of participating companies.

Said to be backed by a Government appropriation of about $1,000,000 and by several times that amount from the food producers, the campaign will stress the value of a balanced diet and not merely individual foods. A set of "Official Nutritional Food Rules" and a list of certain essential foods are understood to have been compiled, with the manufacturers of these foods permitted to use the rules in their advertising.

Details of the plan, reported to be based on long-term advertising, are being worked out by Harry Houghton, merchandising consultant to the office of Paul V. McNutt, Federal Security Administrator, and John Murphy, public relations director of the Associated Grocery Manufacturers of America.

# Walter Damm Is Elected Victory Council Member

ELECTION of Walter J. Damm, director of radio operations of the *Milwaukee Journal*, to membership on Broadcasters Victory Council was announced last Friday at a meeting of the Council. Mr. Damm serves as representative of FM Broadcasters Inc., having been elected to the presidency of that organization at its annual meeting last week, succeeding John Shepard 3d. Mr. Shepard is chairman of BVC.

Attending the meeting were Mr. Shepard; George B. Storer, Fort Industry Co. and president of National Independent Broadcasters, vice-chairman, and James D. Shouse, vice-president of Crosley Corp. in charge of broadcasting, representing clear-channel stations. John E. Fetzer, WKZO, Kalamazoo, representing the NAB, and Eugene C. Pulliam, WIRE, Indianapolis, president of Network Affiliates Inc., were unable to attend. BVC serves as the industry liaison committee on war activity, representing each of the trade groups in broadcasting.

## Trimount Commentary

DOROTHY THOMPSON'S news commentaries will be sponsored by Trimount Clothing Co., New York, for Clipper Craft Clothes, starting March 19 on the Blue Network, Thursday, 8:45-9 p.m. The company sponsored *Hillman & Clapper* in 1941. Agency handling the account is Emil Mogul Co., N. Y.

# PAPER, GLASS
# or
# "WHAT HAVE YOU?"

THE nation's growing war needs are already presenting knotty packaging problems. But no matter how you pack your product—in paper, glass, or some other material the laboratory has yet to devise —WLW will continue to sell it with increased effectiveness in Ohio, Indiana, Kentucky and West Virginia.

59.6% of our commercial time is devoted to products sold through grocery stores. The thousands of dealers throughout our widespread area who make or break your campaigns—war or no war—have repeatedly shown a keen enthusiasm for WLW as a merchandise-moving influence. Cooperation with WLW-advertised products has become a part of the daily business routine of the men who move your merchandise.

**WLW**

THE NATION'S MOST MERCHANDISEABLE STATION